

## Anger over racist Chinese advert

29th May, 2016



Picture: qiaobi

There is a lot of anger on social media because of an advertisement for a Chinese laundry detergent. Some newspapers are saying it could be the most racist advert ever made. The commercial was

created for the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet into the mouth of a black man. She pushes him into a washing machine, closes the lid and then turns it on. The next scene shows the result of the wash – the black man has turned into a white Chinese man. The woman looks happy when she sees the fairer-skinned man. The ad is a month old but went viral 24 hours ago after it was shared on social media.

Many news agencies are attacking the ad because of its racist content. The website BuzzFeed called it, the "most racist ad of 2016". It said the ad would make you feel dirty. It wrote: "The commercial will likely leave you feeling like you need a shower." One blogger complained that: "Chinese companies fail to understand the sensitivity of racism, which is a shame, but common in China." Another blogger asked: "How can these marketing people have no knowledge of racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist until someone pointed it out. He said: "To be honest, I didn't really pay that much attention to the advertisement."

Sources: *SouthChinaMorningPost / Chinatopix / BBC*

## Writing

"We are all different, but all the same." What are our differences and similarities?

## Chat

Talk about these words from the article.

anger / social media / advertisement / laundry / washing / detergent / 24 hours / viral news agencies / racist / commercial / shower / blogger / complained / pay attention

## True / False

- There is anger over an advert for a Chinese laundry detergent. T / F
- Some newspapers say it is the most racist ad ever made. T / F
- The ad shows a black man having to wash a white woman's clothes. T / F
- The ad is more than three weeks old. T / F
- The site BuzzFeed called the ad the most racist in advertising history. T / F
- The ad showed people in need of a shower. T / F
- A blogger asked why marketing companies knew so little about racism. T / F
- The company's boss said he knew the ad was racist when he saw it. T / F

## Synonym Match

- |                  |                  |
|------------------|------------------|
| 1. advertisement | a. cover         |
| 2. created       | b. normal        |
| 3. lid           | c. cheerful      |
| 4. next          | d. truthful      |
| 5. happy         | e. following     |
| 6. attacking     | f. commercial    |
| 7. dirty         | g. understanding |
| 8. common        | h. unclean       |
| 9. knowledge     | i. made          |
| 10. honest       | j. criticising   |

## Discussion – Student A

- Should the detergent company apologise?
- Why might you want a shower after seeing the ad?
- Why don't companies understand racism in 2016?
- Should the marketing people lose their jobs?
- How can the company's owner not realize the ad was racist?
- What should the punishment be for racism?
- How angry are you over this ad?
- What questions would you like to ask the company's owner?

# BreakingNewsEnglish - The Mini Lesson

## Phrase Match

- |   |                            |
|---|----------------------------|
| 1. There is a lot of anger on                   | a. it out                  |
| 2. it could be the most                         | b. viral 24 hours ago      |
| 3. washing                                      | c. then turns it on        |
| 4. closes the lid and                           | d. dirty                   |
| 5. The ad is a month old but went               | e. the ad was racist       |
| 6. It said the ad would make you feel           | f. racist advert ever made |
| 7. companies fail to understand the sensitivity | g. attention               |
| 8. he didn't realise                            | h. social media            |
| 9. until someone pointed                        | i. of racism               |
| 10. I didn't really pay that much               | j. detergent               |

## Discussion – Student B

- What do you think about what you read?
- How racist are people in your country?
- Why are people racist?
- What can we do to stop people being racist?
- How racist is the detergent advert?
- Why do you think the advert was allowed to be put on TV?
- What advice do you have for the ad company?
- How does racism damage society?

## Spelling

- laundry rettgende
- a washing ceanmih
- The next cnese shows the result
- she sees the fairer-ndnskie man
- went ilvar 24 hours ago
- it was shared on social aimed
- news naegsei are attacking the ad
- one blogger dopimecanl
- the iisnitstvye of racism
- he didn't sielrae (UK) / lreiaze (USA) the ad was racist
- To be notehs
- I didn't really pay that much ittanoten

### Answers – Synonym Match

1. f	2. i	3. a	4. e	5. c
6. j	7. h	8. b	9. g	10. d

## Role Play

### Role A – Racism

You think racism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): ageism, sexism or egoism.

### Role B – Ageism

You think ageism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): racism, sexism or egoism.

### Role C – Sexism

You think sexism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): ageism, racism or egoism.

### Role D – Egoism

You think egoism is the worst thing. Tell the others three reasons why. Tell them things that are also wrong with their isms. Also, tell the others which is the easiest of these to fight (and why): ageism, sexism or racism.

## Speaking – Isms

Rank these isms with your partner. Put the worst at the top. Change partners often and share your rankings.

- |              |          |
|--------------|----------|
| • capitalism | • racism |
| • communism  | • egoism |
| • hedonism   | • sexism |
| • atheism    | • ageism |

### Answers – True False

a	T	b	T	c	F	d	T	e	F	f	F	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.