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## **Level 2**

### **Anger over racist Chinese advert**

**29th May, 2016**

<http://www.breakingnewsenglish.com/1605/160529-racist-advert-2.html>

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**Please try Levels 0, 1 and 3. They are (a little) harder.**

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# THE READING

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-2.html>

There is anger on social media because of an advertisement for a Chinese detergent. Newspapers are saying it may be the most racist advert ever. The commercial was for the washing detergent company Qiaobi. In the ad, a young 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 that the black man has turned white. The woman looks happy when she sees the light-skinned man. The ad is a month old but went viral 24 hours ago. It was shared on social media.

Many websites are attacking the ad. The site BuzzFeed called it, the "most racist ad of 2016". It wrote: "The commercial will likely leave you feeling like you need a shower." One blogger complained that Chinese companies do not understand "the sensitivity of racism". The blogger said it was a shame that racism was common in China. Another blogger asked: "How can...marketing people have no knowledge of racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist. He said: "To be honest, I didn't really pay that much attention to the advertisement."

Sources: <http://www.scmp.com/news/china/society/article/1956281/racist-laundry-detergent-ad-slammed-turning-black-man-fair>  
<http://www.chinatopix.com/articles/88939/20160527/racial-content-chinese-commercial-video.htm#ixzz49qwWNzYk>  
<http://www.bbc.com/news/world-asia-china-36394917>

# PHRASE MATCHING

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-2.html>

## PARAGRAPH ONE:

- |                              |                        |
|------------------------------|------------------------|
| 1. There is anger            | a. skinned man         |
| 2. an advertisement for      | b. detergent           |
| 3. it may be the most racist | c. turns it on         |
| 4. washing                   | d. viral               |
| 5. closes the lid and then   | e. happy               |
| 6. The woman looks           | f. on social media     |
| 7. the light-                | g. a Chinese detergent |
| 8. went                      | h. advert ever         |

## PARAGRAPH TWO:

- |                               |                      |
|-------------------------------|----------------------|
| 1. Many websites are          | a. really            |
| 2. leave you feeling like     | b. ad was racist     |
| 3. it was a shame that racism | c. attention         |
| 4. marketing                  | d. was common        |
| 5. he didn't realise the      | e. you need a shower |
| 6. To be                      | f. attacking the ad  |
| 7. I didn't                   | g. people            |
| 8. pay that much              | h. honest            |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-2.html>

(1) \_\_\_\_\_ social media because of an advertisement for a Chinese detergent. Newspapers are saying it may be the most (2) \_\_\_\_\_. The commercial was for the (3) \_\_\_\_\_ company Qiaobi. In the ad, a young woman puts a detergent tablet into the mouth of a black man. (4) \_\_\_\_\_ a washing machine, closes the lid and then turns it on. The (5) \_\_\_\_\_ that the black man has turned white. The woman looks happy when she sees the light-skinned man. The ad is a month old (6) \_\_\_\_\_ 24 hours ago. It was shared on social media.

Many websites are (7) \_\_\_\_\_. The site BuzzFeed called it, the "most racist ad of 2016". It wrote: "The commercial will (8) \_\_\_\_\_ feeling like you need a shower." One blogger (9) \_\_\_\_\_ Chinese companies do not understand "the sensitivity of racism". The blogger said it was a shame that (10) \_\_\_\_\_ in China. Another blogger asked: "How can...marketing people have no knowledge of racism?" The owner of Qiaobi told the BBC that (11) \_\_\_\_\_ the ad was racist. He said: "To be honest, I didn't really pay that much (12) \_\_\_\_\_ advertisement."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-2.html>

There is anger on social media because of an advertisement for a Chinese detergent. Newspapers are saying it may be the most racist advert ever. The commercial was for the washing detergent company Qiaobi. In the ad, a young 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 that the black man has turned white. The woman looks happy when she sees the light-skinned man. The ad is a month old but went viral 24 hours ago. It was shared on social media. Many websites are attacking the ad. The site BuzzFeed called it, the "most racist ad of 2016". It wrote: "The commercial will likely leave you feeling like you need a shower." One blogger complained that Chinese companies do not understand "the sensitivity of racism". The bloggers said it was a shame that racism was so common in China. Another blogger asked: "How can... marketing people have no knowledge of racism?" The owner of Qiaobi told the BBC that he didn't realise the ad was racist. He said: "To be honest, I didn't really pay that much attention to the advertisement."

# RACISM SURVEY

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-4.html>

Write five GOOD questions about racism in the table. Do this in pairs. Each student must write the questions on his / her own paper.  
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

e) \_\_\_\_\_

f) \_\_\_\_\_

