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## **Level 1**

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

**29th May, 2016**

<http://www.breakingnewsenglish.com/1605/160529-racist-advert-1.html>

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**Please try Levels 0, 2 and 3. They are (a little) harder.**

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# THE READING

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-1.html>

People on social media are angry because of an advert for the Chinese detergent Qiaobi. Some people say it may be the most racist advert ever. The advert shows a young woman putting some detergent into the mouth of a black man. She pushes him into a washing machine, closes it and then turns it on. The black man comes out white. The woman looks happy when she sees him. The ad is a month old but went viral 24 hours ago.

The website BuzzFeed called it, the "most racist ad of 2016". It wrote that the ad would make you feel like you need a shower. A blogger said Chinese companies did not understand the problem of racism and that it was sad that racism was so common in China. The owner of Qiaobi told the BBC that he didn't know 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-1.html>

## PARAGRAPH ONE:

- |                                  |                       |
|----------------------------------|-----------------------|
| 1. People on social              | a. racist advert ever |
| 2. angry because                 | b. ago                |
| 3. people say it may be the most | c. turns it on        |
| 4. The advert shows              | d. of an advert       |
| 5. closes it and then            | e. viral              |
| 6. The woman looks happy         | f. media              |
| 7. went                          | g. a young woman      |
| 8. 24 hours                      | h. when she sees him  |

## PARAGRAPH TWO:

- |                                    |                      |
|------------------------------------|----------------------|
| 1. the most racist                 | a. understand        |
| 2. the ad would make you feel like | b. honest            |
| 3. companies did not               | c. common            |
| 4. the problem of                  | d. much attention    |
| 5. sad that racism was so          | e. you need a shower |
| 6. he didn't know the ad           | f. racism            |
| 7. To be                           | g. ad of 2016        |
| 8. I didn't really pay that        | h. was racist        |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-1.html>

People on social (1) \_\_\_\_\_ because of an advert for the Chinese detergent Qiaobi. Some (2) \_\_\_\_\_ be the most racist advert ever. The (3) \_\_\_\_\_ young woman putting some detergent into the mouth of a black man. She (4) \_\_\_\_\_ a washing machine, closes it and (5) \_\_\_\_\_. The black man comes out white. The woman looks happy when she sees him. The ad is a month old (6) \_\_\_\_\_ 24 hours ago.

The website Buzzfeed called it, (7) \_\_\_\_\_ ad of 2016". It (8) \_\_\_\_\_ would make you feel like you (9) \_\_\_\_\_. A blogger said Chinese companies did not understand the problem of racism and that it was sad that racism (10) \_\_\_\_\_ in China. The owner of Qiaobi told the BBC that he didn't (11) \_\_\_\_\_ racist. He said: "To be honest, I didn't really pay (12) \_\_\_\_\_ to the advertisement."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-1.html>

People on social media are angry because of an advert for the Chinese detergent Qiaobi. Some people say it may be the most racist advert ever. The advert shows a young woman putting some detergent into the mouth of a black man. She pushes him into a washing machine, closes it and then turns it on. The black man comes out white. The woman looks happy when she sees him. The ad is a month old but went viral 24 hours ago. The website BuzzFeed called it, the "most racist ad of 2016". It wrote that the ad would make you feel like you need a shower. A blogger said Chinese companies did not understand the problem of racism and that it was sad that racism was so common in China. The owner of Qiaobi told the BBC that he didn't know 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) \_\_\_\_\_

