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## **Level 0**

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

**29th May, 2016**

<http://www.breakingnewsenglish.com/1605/160529-racist-advert-0.html>

## **Contents**

The Reading	2
Phrase Matching	3
Listening Gap Fill	4
No Spaces	5
Survey	6
Writing and Speaking	7
Writing	8

**Please try Levels 1, 2 and 3. They are (a little) harder.**

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# THE READING

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-0.html>

People on social media are angry because of a racist advert. It is for the Chinese detergent Qiaobi. The advert shows a young woman putting detergent into the mouth of a black man. She pushes him into a washing machine. The black man comes out white. The woman looks happy. The ad went viral 24 hours ago.

The website BuzzFeed called it, the "most racist ad of 2016". It said you would need a shower if you watched it. A blogger said Chinese companies did not understand racism. 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 [watch] the advertisement [closely]."

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-0.html>

## PARAGRAPH ONE:

- |                          |                        |
|--------------------------|------------------------|
| 1. People on social      | a. washing machine     |
| 2. angry because         | b. ago                 |
| 3. The advert            | c. the mouth           |
| 4. into                  | d. viral               |
| 5. She pushes him into a | e. media               |
| 6. The woman looks       | f. shows a young woman |
| 7. The ad went           | g. of a racist advert  |
| 8. 24 hours              | h. happy               |

## PARAGRAPH TWO:

- |                                 |               |
|---------------------------------|---------------|
| 1. the most racist              | a. racism     |
| 2. It said you                  | b. honest     |
| 3. need                         | c. ad of 2016 |
| 4. companies did not understand | d. closely    |
| 5. he didn't know the ad        | e. really     |
| 6. To be                        | f. a shower   |
| 7. I didn't                     | g. was racist |
| 8. watch the advertisement      | h. would      |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-0.html>

People on social (1) \_\_\_\_\_ because of a racist advert. (2) \_\_\_\_\_ Chinese detergent Qiaobi. The (3) \_\_\_\_\_ young woman putting detergent into the mouth of a black man. She (4) \_\_\_\_\_ a washing machine. The black man (5) \_\_\_\_\_. The woman looks happy. The (6) \_\_\_\_\_ 24 hours ago.

The website BuzzFeed called it, (7) \_\_\_\_\_ ad of 2016". It (8) \_\_\_\_\_ need a shower (9) \_\_\_\_\_. A blogger said Chinese companies did not (10) \_\_\_\_\_. The owner of Qiaobi told the BBC that he didn't know (11) \_\_\_\_\_. He said: "To be honest, I (12) \_\_\_\_\_ the advertisement [closely]."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1605/160529-racist-advert-0.html>

People on social media are angry because of a racist advert. It is for the Chinese detergent Qiaobi. The advert shows a young woman putting detergent into the mouth of a black man. She pushes him into a washing machine. The black man comes out white. The woman looks happy. The advert went viral 24 hours ago. The website BuzzFeed called it, the "most racist ad of 2016". It said you would need a shower if you watched it. A blogger said Chinese companies did not understand racism. 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 [watch] the advertisement [closely]."

# 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) \_\_\_\_\_

*Anger over racist Chinese advert – 29th May, 2016*  
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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) \_\_\_\_\_

