

# Problems of Anti-“Alien” Racism among Conservative Chinese

## Part Two: Commercial Advertising Video by a Chinese Company Smelling Racism

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In addition to racism against African-Americans among some conservative White people, racism against Africans and African-Americans are also rampant among conservative and right-wing Chinese or simply ignorant and uneducated Chinese with no sense of respect for “alien” cultures; and many cases can be found in YouTube, if you search by the key words “racism against Africans in Guangzhou.”

In Part One, some YouTube movies deal with the subject of the living conditions of African residents, and anti-African racism in Guangzhou, China, and with the issue of intermarriage between African men and Chinese women, have been discussed.

In this part of the article, we will discuss a commercial advertisement video produced by a Chinese company that make Qiaobi brand laundry detergent ball. Relevant YouTube video is titled *Qiaobi Brand Laundry Detergent Ad Suspected of Racial Discrimination* (俏比洗衣溶珠广告涉种族歧视); and is available at <https://www.youtube.com/watch?v=OQL5p3HRR24>. This video is created as an advertisement for the Qiaobi brand laundry detergent ball made in China. In the ad, a light-skin Chinese girl pushed a dark-skin Black boy into a washing machine filled with the detergent; the African screamed inside while the girl sat on top of the closed washing machine; finally, the African transformed into a light-skin Chinese man and went out of the washing machine. The objective is to show how powerful the detergent is for cleaning the cloth; unfortunately, it associated white-skin with cleanliness and dark-skin with dirtiness, and was very irritant to African people and was widely criticized as racist. The story has even been featured in the Voice of America. Screenshots of the ad video are shown in Figures 1A through 1H.

This advertisement video caused a shocking controversy in China and abroad; it has been accused of racism and reported by Voice of America. It wrongly associates dirtiness with black skin and cleanness with white skin; this association is politically incorrect, although the creator might not be aware of such sensitive connotations.

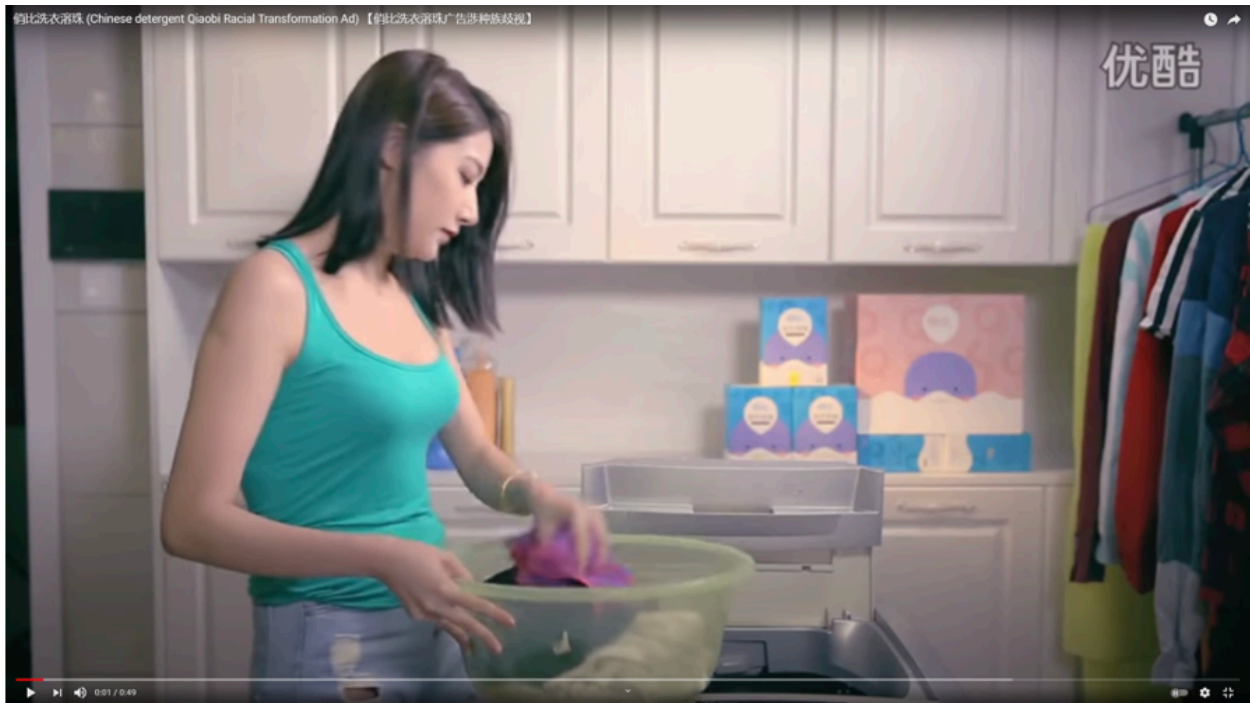


Figure 1A. Chinese girl putting clothes into the washing machine.



Figure 1B. The Black boy appears with his face covered with dirty stuff.



Figure 1C. Chinese girl flirting with the Black boy.



Figure 1C. Chinese girl getting into intimate contact with the Black boy.



Figure 1E. Chinese girl pushing the Black boy into the washing machine.

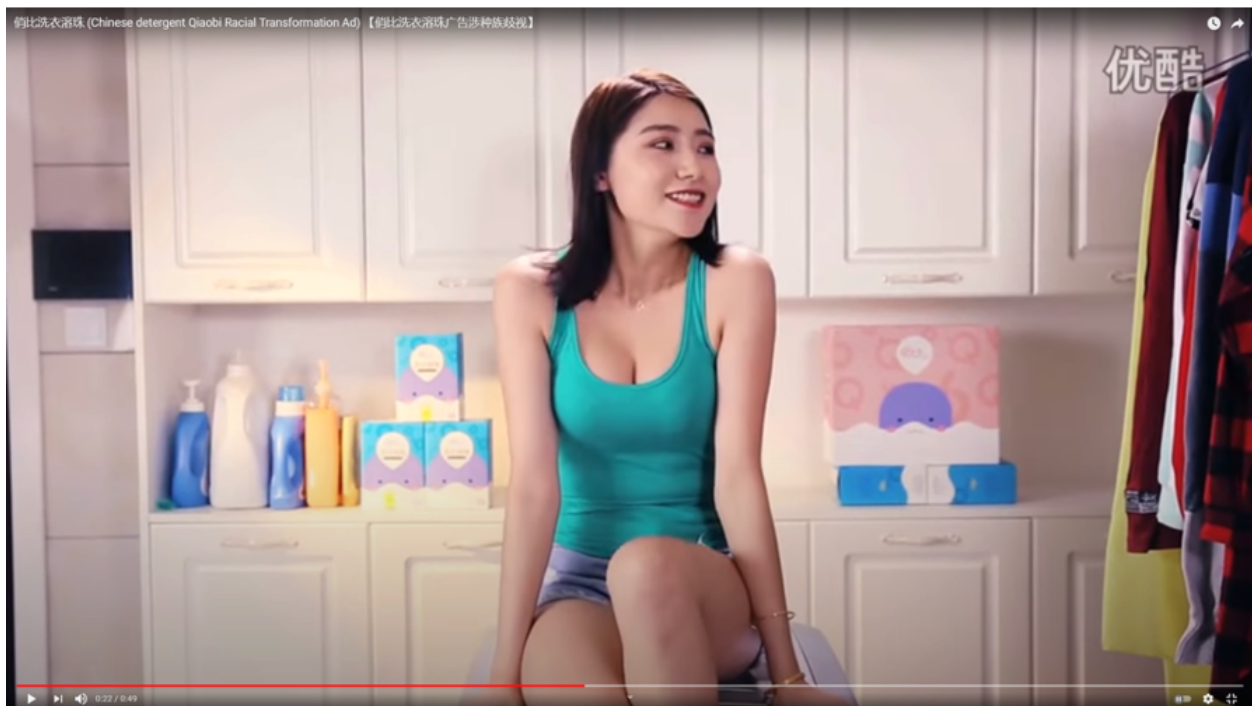


Figure 1F. Chinese girl sitting on top of the washing machine while the Black boy is being cleansed inside and screaming.



Figure 1G. The Qiaobi brand laundry detergent.

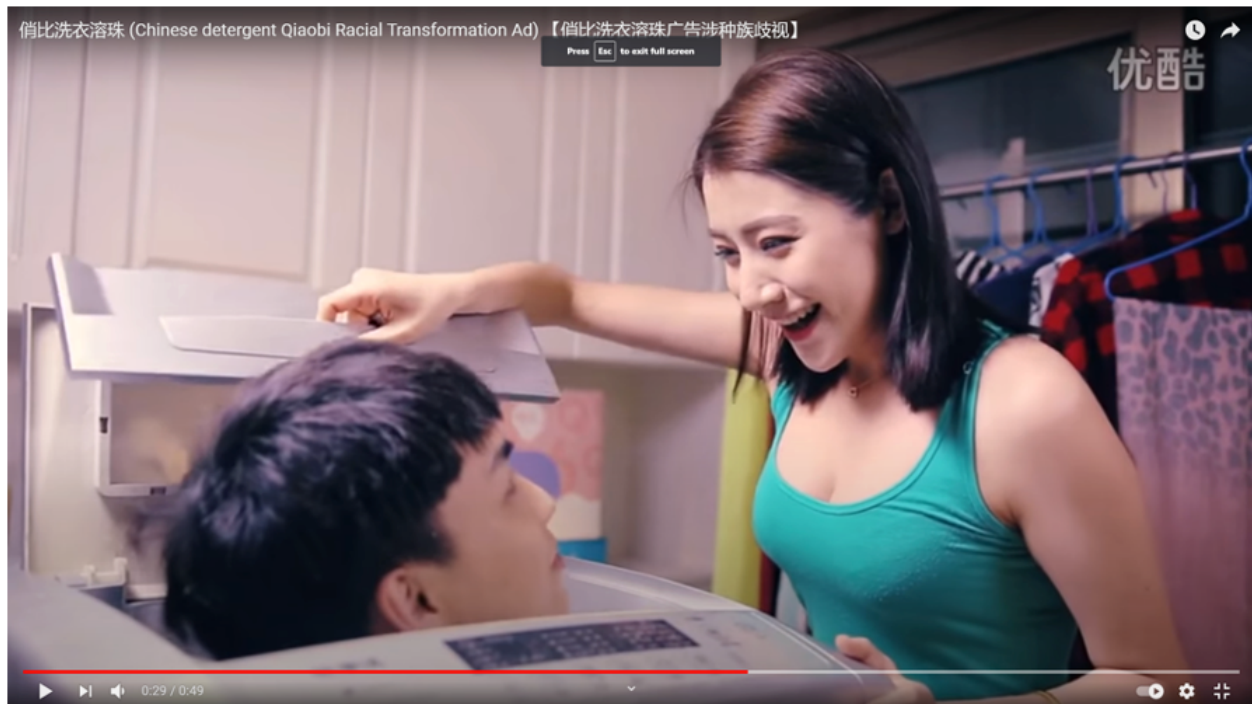


Figure 1H. The Black boy cleaned into a light-skin Chinese boy.



*Figure 1J. The light-skin Chinese boy showing the power of the Qiaobi brand laundry detergent ball.*