

# Media

Does culture influence media, or does media influence culture?

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Media: Advertisement



# Contents

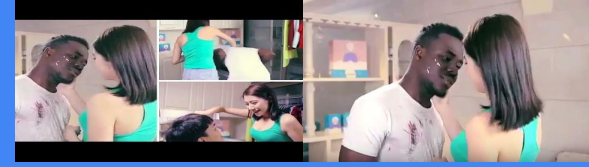
1. Who is the intended audience?
2. How effective is it, and how is it effective?
3. What is its purpose?
4. What is its message?
5. What needs does it satisfy?
6. Why is it biased?
7. Can it be misinterpreted?



# Country of Origin and Intended Audience

- This ad is mainly directed at Young Chinese girls from China who have just started to live independently.
- It can be perceived as trying to reflect the fact that you can only love someone of the same skin colour, or if they are of a different skin tone, you have to whiten them.
- Made by Qiaobi, a Chinese detergent company.

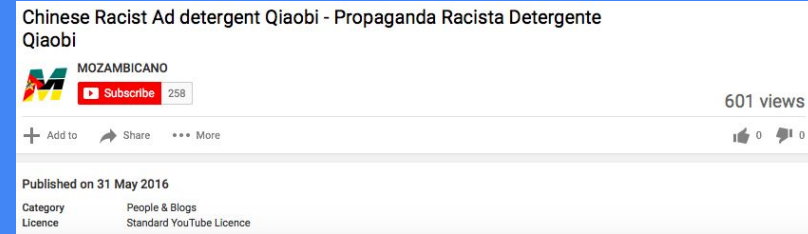




# Purpose and Effectiveness

- The ad is trying to sell a laundry detergent by “making” a black guy turn white.
- It is trying to make an attempt at saying that their laundry detergent is so strong and powerful to the point where it can turn black-stained clothing back to its original colour, yet so gentle to the point where it can be used on people.
- The general message of the ad saying that “our detergent is strong” may be perceived incorrectly.
- The second message we would perceive is that being black is not desirable.
- One better improvement the ad could have made is to use any person that has mud-like stains on his or her body and put them in the washer with their so called “whitening detergent”. This would deliver their message much more effectively.
- They are also using the girl’s body to advertise the detergent, and this part of the ad is subliminal and perceived by the unconscious mind.

# Message & Influence



- This will influence the youth of China greatly as there are already many false beauty standards in China that appeared after the Cultural Revolution. They only started believing so after the government declared this as a beauty standard. It was acceptable and it is always been acceptable for the Chinese diaspora (in Malaysia, Singapore, Thailand etc.) to be tanned or dark but it is completely unacceptable for one to be so in China.
- For over a hundred years, the people of China have been easily influenced by whatever their government says. Now that the era of complete totalitarianism is over, it is the government sanctioned media that influences the people.
- During China's Greatest Dynasties (Manchu, Han, Min) the people were never light skinned and were all tanned. It is indeed mass media that changes culture.



# In real life

- This ad satisfies the need of cultural appropriation and the need to be “superior” over other cultures.
- It glorifies whiteness, something the Chinese did not glorify until after the cultural revolution.
- It’s promoting racism. That’s how most people would perceive the ad anyway.
- The ad has a humorous tone to it, so it grabs people’s attention.



# Biassness

## Racism in the ad

The ad is clearly showing and stating that people who possess skin tones of dark colours shouldn't be in a relationship with those of lighter skin colours. It doubles as an insult where it's trying to say that you should "wash" your black partner to turn him white.

It is trying to say that whiter people are more superior over darker skinned or tanned people.

**“Don't be black. It'll save you a lotta trouble.” -  
Anonymous**





# A Big Misinterpretation?

What if the the Chinese director of the video isn't aware of the fact that turning a black person white(r) is racist? Maybe our subconsciousness is playing tricks on us. On many occasions, most Chinese Nationals I have ever spoken to has never seen anyone with black or brown skin and whenever they see a black tourist, they would take pictures and videos of him, as if he was a film star and they were his paparazzi. After all, the message of the video is supposed to be "our detergent is extremely strong and can remove any stain". Maybe the director just didn't know. Or did he?

## Don't judge a book by its cover.



Just to prove my point...



So, what part of the pictures caught your eye? And what did you conclude from them?

80%

of an ad is perceived by the unconscious mind.

You are

100 times

more likely to be influenced by subliminal messages.

All ads are

like this

Even the detergent ad.

Propaganda

and

advertising. What's the difference?

That's how

media influences culture

Buy 1, Get 1

**FREE**

When you purchase 2 packs of this product for RM99.99



Don't

believe me?

You do now, right?

# Think carefully

before you conform to any media.

The media is taking  
over our reality, our  
society, our culture  
and we don't even  
realise it.

# Works Cited

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# Thank You



For Paying Attention to This Piece of Media

listening and understanding

and conforming to it