**Getting it Wrong**

Bob: Hey Helen, what’s in the papers today?

Helen: Well I’m reading the media section right now and there’s a report about a couple of adverts that got banned.

Bob: Really? What were they? Why did they get banned?

Helen: They were in two different countries. One was China and the other was in UK. The China one was for a sports company. The ad shows a kung fu fight, between a famous American basketball player and a cartoon character.

Bob: Oh yeah? That sounds funny!

Helen: Well, not everyone thought so when the basketball player beat the kung fu character. A lot of people, including Chinese government, thought that it was disrespectful of Chinese traditions.

Bob: Really?

Helen: Yes and there are two women characters in Chinese dress and two dragons too. I guess the ad made them look kind of silly.

Bob: Well dragons are important symbols of power in China after all.

Helen: Yes and kung fu is an ancient and noble art which is a very important part of Chinese culture. It’s not really a good idea to make it look silly. I don’t think it’s very clever to upset people’s feelings if you are trying to sell them something, if you ask me.

Bob: No, that’s pointless. I guess they didn’t realize it would hurt people’s feelings. I know that some companies take risks to shock people and get attention, but sometimes they just get it wrong.

Helen: Yep. I think in the other case they were also trying to shock people and they miscalculated the effects.

Bob: That’s the UK one, right?

Helen: Yeah, this drinks company is famous for a fizzy drink that lots of young people like to drink. They like crazy style adverts and trying to be funny. In this ad a man rolls down a hill. He’s wrapped inside a carpet. There are lots of oranges in the carpet, all getting crushed. The man crashes into a tree and then these concrete pipes come rolling down the hill too. They roll over the man.

Bob: Ha ha, that sounds funny!

Helen: Well not really. There’s a group called the Advertising Standards Authority in the UK and they asked TV companies to stop showing the ad because they said children might copy it and get hurt.

Bob: No way! You can’t copy that!

Helen: Well, you might not copy it exactly, but children might think that playing with concrete pipes is just a funny game. Unfortunately there was a boy who died because of an accident with concrete pipes and his relatives were very upset by the ad.

Bob: Yes, I can understand that. I suppose it’s important to look at the effects of what you do from all angles.

Helen: I guess so.