# Guiliana Rancic’s insensitive comment on Zendeya’s dreadlocks on Oscars

**Video link:** <https://www.dailymail.co.uk/video/tvshowbiz/video-1162362/Giuliana-Rancic-makes-color-joke-Zendayas-hair.html>

Context of the video:

## Who’s in the video?

* **Giuliana Rancic**, an Italian-American entertainment reporter and television personality. She is a co-anchor of E! News.



* **Zendaya Maree**, an American actress, singer and producer.



## What is the issue?

Guiliana Rancic says a very insensitive, disrespectful and racist comment on Zendaya’s dreadlocks on Oscars Red carpet walk on a live show. The comment almost cost Guiliana her career but she apologized on live TV later on. Zendaya and the African-American community got seriously offended on the comment.

## What is it about?

E! News channel hosts a live show called ‘Fashion Police’ every year. The only purpose of this show is to discuss the looks, dresses, make-over and hairstyles of celebrities walking the Red carpet.

Guiliana while discussing Zendaya’s hairstyle; which was dreadlocks; said, “She probably smells like patchouli oil or weed”. Guiliana’s comment was extremely inappropriate as she compared weed consumption directly with dreadlocks which is typically worn by African-American people. A research shows that the cultural appropriation advocates respond in a way that hairstyles typically worn by African-Americans are seen “unprofessional” or “dirty”. Zendaya got seriously offended by her comment and called out Guiliana saying,

*“There is a fine line between what is funny and disrespectful. Someone said something about my hair at the Oscars that left me in awe. Not because I was relishing in rave outfit reviews, but because I was hit with ignorant slurs and pure disrespect.”*

She continued,

*“To say that an 18-year-old young woman with locs must smell of patchouli oil or 'weed' is not only a large stereotype but outrageously offensive. I don’t usually feel the need to respond to negative things but certain remarks cannot go unchecked.”*

Identification of the issues:

* Linguistic Sensitivity was left unchecked.
* Pragmatism was ignored (specifically acknowledging when you cross a line, she went on).
* Sociolinguistic rules were ignored.
* Guiliana was not mindful, neither respectful.

Solution:

* Guiliana should have thought first before speaking.
* She should’ve at least not said the word ‘weed’ because that was clearly very offensive and stereotyping a specific community.