



Fear Mongering 101: Anti-China Campaign Ads

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China may or may not be stealing U.S. manufacturing jobs, but with Washington gearing up for mid-term elections, China's rise appears to have done wonders for at least one category of American worker: producers of political ads.

Bashing China for political gain is nothing new. But this year's election season has seen a stunning increase in the volume - and production quality - of anti-China political messages.

The latest [example](#) , from [Citizens Against Government Waste](#)  ("America's #1 taxpayer watchdog"), is a slick exercise in Sinophobia that takes the genre to new visual heights.

Titled "Chinese Professor," the ad opens on a futuristic Chinese classroom festooned with social realist Mao posters. Text at the bottom of the screen tells viewers the year is 2030 and halographic Chinese characters floating above a stage announce the class as Global Economics. Enter the shaven-headed professor, dressed like a Bond villain in head-to-toe black, who proceeds to explain how the U.S. empire fell: Massive stimulus spending and tax increases; government takeover of industry and major changes to the health care system.

Fans of advertising will notice shades of Apple's [1984 Macintosh spot](#) , albeit with a much less uplifting message. It's not clear how much CAGW spent on the ad, but the sheer prettiness of it suggests a significant budget.

Critics of the ad have [noted](#)  that China has committed, or is in the process of committing, most of the "mistakes" listed in the ad. It was a \$580 billion stimulus package in 2008 that many believe help saved China's economy from suffering the way others' did during the financial crisis. Meanwhile, leaders in Beijing have been steadily [promoting](#)  state-owned companies in a variety of industrial sectors while also talking about an [overhaul](#)  of the nation's health system.

Of course, the nitty-gritty of Chinese policy isn't really the point. Fear is. And fear of China's rise has rarely looked this good.

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