

Media messages must be sensitive to the realities of life

The new Joko Tea ad is ill-conceived, condescending and trivialises the lifestyle of the working class.

Several things disturb me about the new Joko Tea ad. It shows a hefty black woman bopping her behind while sweeping an entire airplane hangar. The pay-off line tells us that she has just enjoyed a cup of Joko tea.

While trying to extol the refreshment virtues of Joko Tea, this ad trivialises the daily slog and toil that the majority of South Africa's citizens have to endure just to put bread on the table. I accept that the creatives have used hyperbole as a tool, but to think that a measly cup of tea will brighten their day is both condescending and ridiculous.

Adding insult to injury, the music over the pay-off line is 'Ain't no mountain high enough..' as we get a view of the mammoth task that still lies ahead.

The stereotypical view of the overweight jolly black 'Mama' with a big behind is one that bears mention only in passing, but which - in the spirit of transformation and diversity - is one that also should not be ignored.

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