

<b>COMPLAINT NUMBER</b>	20/013
<b>COMPLAINANT</b>	M Atkinson
<b>ADVERTISER</b>	Shen Yun Performing Arts
<b>ADVERTISEMENT</b>	Shen Yun Television
<b>DATE OF MEETING</b>	3 February 2020
<b>OUTCOME</b>	No Grounds to Proceed

**Advertisement:** The television advertisement for Shen Yun Performing Arts show is presented by someone with an American accent. The presenter pronounces the letter “Z” in the phrase “ShenYun.com/NZ” with the American pronunciation “Zee” not the New Zealand “Zed”.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Complainant, M Atkinson, said:** When the website is advertised, the announcer says "N Zee". We speak NZ English not American here, so it should be said "N Zed". This influences kids to mispronounce their language as has happened since Sesame Street was launched. This makes it extremely hard, nay on impossible for parents and schools to correct

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c);**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1 (c) Decency and Offensiveness:** Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

**The Chair** noted the Complainant’s concerns about the American pronunciation of the letter “Z”.

The Chair said the voiceover for this advertisement was in the style typically used for American film or entertainment advertisements, which the New Zealand audience is accustomed to listening to. The Chair said as the Shen Yun company is visiting New Zealand, it is likely the advertisement was not made in New Zealand or by New Zealanders.

The Chair said the pronunciation of “Z” in the advertisement did not reach the threshold to cause serious or widespread offence.

The Chair said the advertisement had been prepared with the due sense of social responsibility required and ruled it was not in breach of Principle 1 or Rule 1(c) of the Advertising Standards Code.

**The Chair ruled there were no grounds for the complaint to proceed.**

**Chair's Ruling:** Complaint **No Grounds to Proceed**

**APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.