

## Truth? Not on The Colbert Report

(by P. Ly, special to Asian Media Watch, Dec. 15, 2005) I ruv tea. Is so good for you ... Come on my rickshaw I give you ride to Bangkok!" As a regular viewer I find that Steven Colbert's words mar his otherwise illustrious debut as the new show on Comedy Central, The Colbert Report.

This after being handed tea by an assistant was all that was needed to trigger his racially charged remarks with an over-exaggerated accent, awkward facial expression, and intentionally broken English.

Even more preposterous was the fact that Colbert claims the incident was never meant to air; that it was taped during a break and stolen, by hackers, and distributed throughout. And what was Mr. Colbert's defense? Colbert claims that it was not him but rather his other character, "Ching-Chong Ding-Dong," that it was not his fault.

Even more fuel for the fire? Among harsh criticism from Asian-American viewers three days later, he gave a formal apology in possibly the most insincere way. A simple "I apologize" and a quick clip of a Japanese game show was a mockery that gave our Asian-American community the uppercut after his jab. I for one was left both speechless and infuriated; I never expected this kind of conduct from Mr. Colbert.

It's very shameful to create an utterly fabricated incident and follow it up with a completely disingenuous apology. Yet as Steven Colbert has shown us, he is willing and able to stoop to that level. I encourage others to feel the same resentment towards Mr. Colbert's prejudged and narrow-minded view of the Asian-American community.

We must remember that comedy is a language and an art best shared equally. To alienate a certain group means to twist comedy into sheer ignorance. It takes great ignorance to go on a national level and shun an entire race. And that is viewers, The Word.

More: [www.asianmediawatch.net](http://www.asianmediawatch.net)

See also:

- "History of Racism in Broadcasting" (Tri-State "Like It Is" Support Coalition)

- "The Hip Nip Was the Anti-Chan" (by Emil Amok, AsianWeek.com, Dec. 2, 2005) -- "When Pat Morita died on Thanksgiving, I bet more than a few stood up and said, 'Mr. Miyagi is dead. Long live, Mr. Miyagi. Yet Kesuke Miyagi never existed....'"

- "Girls Gone Wild: Garish Geisha in Marshall's Disastrous Pageant of Dragon-Lady Catfights" (by Dennis Lim, Village Voice, Dec. 6, 2005)

- "Asian Pop AZN, R.I.P." (by Jeff Yang, Special to SF Gate, Dec. 8, 2005)

- "Yellowface in Viacom/VH1's Surreal Life" (Asian Media Watch, Dec. 15, 2005)

- "Bad Asian Drivers/Slanted Eyes in Viacom/Comedy Central's Drawn Together" (Asian Media Watch, Dec. 15, 2005) --  
"A 24-hour channel featuring unique original programming for Asian Americans, backed by the biggest and most powerful entity in the cable business? It seemed too good to be true. And apparently it was...."

- "The 2005 Asian Pacific American Report Card on Television Diversity" (Asian American Justice Center)