

OUR VIEW: Coca Cola ad backlash downright silly, ignorant

Meredith Metsker, for the editorial board | Posted: Wednesday, February 12, 2014 12:00 am

At this point, who hasn't heard about Coca Cola's now-controversial Super Bowl commercial during which "America the Beautiful" was sung in nine languages?

It's been debated by millions of people on social media and other mediums, with some declaring it an attack on American patriotism, some applauding its inclusion of ethnic diversity and others simply not caring.

In the end, it certainly got a lot of attention, which we're sure was Coca Cola's whole point.

Fox commentator Todd Starnes tweeted that Coca Cola is "the soft drink of illegals crossing into the border."

And former Congressman Allen West said, "If we cannot be proud enough as a country to sing 'America the Beautiful' in English by a company as American as they come - doggone we are on the road to perdition."

Really? The road to perdition? Merriam-Webster defines "perdition" as "the state of being in hell forever as punishment after death." Is the appreciation and portrayal of ethnic diversity in the United States of America really equal to being in hell?

We think not.

In our view, this commercial - which featured English, Spanish, Tagalog, Mandarin, Hindi, Hebrew, Keres, French and Arabic - was simply representing the fact America is a melting pot of different cultures. Get used to it. It's been that way for a couple hundred years and will continue to be that way, because people want to immigrate to the U.S.

And English is not the official language of the U.S. There is no official language at the federal level, though English is most commonly used, and it would serve immigrants well in the long run to learn it. Spanish is the second most commonly used, while Tagalog and Vietnamese have more than 1 million speakers in America.

Diversity is not a bad thing. It is not a danger to our society. In fact, it strengthens it.

We believe the people offended by this commercial would do well to remember that.

And given the largely conservative backlash to this commercial, we're surprised no one is outraged Coca Cola chose to feature "America the Beautiful" in the first place. After all, it was written by Katherine Lee Bates, a supposedly lesbian socialist.