

**MAOR/MDIA 308 Māori and the Media**  
**2008 Trimester 2**  
**COURSE GUIDE**

**Course Description**

This course examines the interrelationship between Māori and media. The course falls into two main strands. One will examine the representation of Māori and te ao Māori across a range of mainstream media, both historic and contemporary. The other will focus on media made by Māori, for both a general audience and for a Māori audience. The course will be informed by and draw on theories of political economy, discourse analysis, postcolonialism and Kaupapa Māori.

**Coordination and Teaching**

**Convenor:** Sue Abel,  
Room 213, 42-44 Kelburn Parade,  
Tel.: 463 6848  
Email: [sue.abel@vuw.ac.nz](mailto:sue.abel@vuw.ac.nz)  
Office hours: Tuesday 11-12; Wednesday 11 – 12, Wednesday 2 – 3.

**Tutor:** Sue Abel

**Lecturers:**  
Sue Abel (Media Studies)  
Peter Addis (Māori Studies)  
Danny Keenan (Māori Studies)  
Harriet Margolis (Film Studies)  
Ocean Mercier (Māori Studies)  
Alice Te Punga Somerville (English)

**Guest Lecturers:**  
Dean Hapeta, Upper Hutt Posse, musician and filmmaker  
Tere Harrison, Independent Māori film, radio and television practitioner  
Erana Hemmingsen, Former iwi radio producer and training coordinator  
Moki Wagner, from iwi radio station Te Upoko o Te Ika  
Ewan Pohe, PhD candidate researching Māori online.

**Course Format:**

- Weekly two-hour lecture (with a 10 minute break in the middle)
- Weekly tutorial starting Week 2. Two hours allotted, but not always used.

**Lectures:**

- Tuesday 1.10 – 3pm Hugh McKenzie 104

**Tutorials**

- Tues 3.10 – 4pm MY401
- Wed 10 – 10.50am MY401
- Wed 3.10 – 4pm MY401

I will post tutorial lists on the noticeboards in Māori Studies and Media Studies, and post them to Blackboard under Tutorial Lists.

**Blackboard**

Information relevant to this paper including assessment, lecture notes, tutorial groupings, supplementary reading material for assignments and any general notices will be posted to Blackboard. Please check it regularly.

**NOTE:** Lecture notes that are posted contain the key points of a lecture, but do not replace your own notes. This paper is not designed as a distance learning course and notes posted on Blackboard are not intended as a substitute for attendance at lectures.

**Learning Aims and Objectives**

Students passing this paper should be able to:

- Demonstrate knowledge of Māori-initiated media (both in the historical and current context)  
(Assessment 1, 2, 3 and 4)
- Demonstrate an understanding of how issues of political economy inform the relationship between Māori and media  
(Assessment 1, 2, 3 and 4)
- Demonstrate a knowledge of the history of representations of te ao Māori in mainstream media, and be able to critically analyse such representations  
(Assessment 2, 3 and 4)
- Demonstrate research skills  
(Assessment 2)
- Contribute to a supportive learning environment for all students in the course  
(Assessment 3)

**Workload**

This course is designed on the assumption that students will be able to commit an average of 16 hours a week, including lectures, tutorials, and academic reading, research and writing.

## Course Reading

**Set Text:** MDIA 308 Course Reader (2008) from Student Notes Distribution Centre.

The area of Māori and Media is still under-researched. Some of the readings in your Reader, therefore, will discuss issues that are not specifically focused on Māori, or on media, but which have relevance to both.

Some readings are more difficult than others, and you will almost certainly come across unfamiliar terms and concepts in many readings. If you find these challenging, and if you do not fully understand them on first reading, rest assured that this experience is not unique to you and is a fundamental aspect of university study. You should read through such material two or three times, and come to tutorials ready to discuss any difficulties, issues and questions regarding the material. You can also post questions on the Discussion Board on Blackboard – anonymously, if you wish. I will check this every two days.

**Note:** You are under **NO** obligation to agree with the authors (or, for that matter, with the lecturers on this course). It is more important that you think for yourself, engage with the readings, the lectures and tutorial discussion with openness and thoughtfulness, and learn to articulate and argue for your own position.

**Dictionaries:** While it is always a good idea to look up terms you are unfamiliar with in a dictionary, many terms have a specific meaning in the context of media studies. For these you should consult specialist dictionaries (there are several in Central Reference at P87.5) or books of Key Concepts. Both John Hartley and Tim O’Sullivan have written useful books listing key concepts which are on Closed Reserve in the library.

If you need to look up the meaning of a Māori term, there is an on-line dictionary at [www.learningmedia.co.nz/ngata](http://www.learningmedia.co.nz/ngata)

There will also be a Glossary of terms especially relevant to this course under Course Material on Blackboard. Post a question to the Discussion Board if you think other terms should be added.

## LECTURE SCHEDULE FOR MAOR/MDIA 308 MĀORI AND MEDIA 2008

<b>Week 1</b> Tues 8 July	Ka whawhai tonu mātou: the struggle for Māori media (Sue Abel)
<b>Week 2</b> Tues 15 July	Māori Television: “agent of decolonisation” or “nationbuilder”? (Sue Abel)
<b>Week 3</b> Tues 22 July	Te ao Māori (Peter Adds)
<b>Week 4</b> Tues 29 July	Kaupapa Māori Theory and the short films of Taika Waititi (Ocean Mercier)
<b>Week 5</b> Tues 5 August	Māori and indigeneity (Alice Te Punga Somerville)
<b>Week 6</b> Tues 12 August	Aesthetics and Māori Filmmaking (Harriet Margolis)

<b>Week 7</b> Tues 2 September	Newspapers and colonial discourses: historical and contemporary (Danny Keenan).
<b>Week 8</b> Tues 9 September	Indigenous rap and poetry (Dean Hapeta) Māori and News (Sue Abel)
<b>Week</b> Tues 16 September	Māori on line (Euan Pohe) Māori and News (Sue Abel)
<b>Week 10</b> Tues 23 September	Iwi radio (Erana Hemmingsen; Moki Wagner from iwi station Te Upoko o te Ika)
<b>Week 11</b> Tues 30 September	Making Māori film and television (Tere Harrison)
<b>Week 12</b> Tues 7 October	So where have we got to? Māori, the Public Sphere and Tino Rangatiratanga (Sue Abel)

### Mandatory Requirements & Assessment

**In order to pass this course, you must submit ALL set work and attend at least 8 tutorials.** If there is a legitimate reason for an absence, please give me a note and send an email explaining this. Coursework incorporates the following:

- 1) **Essay: “Maori Television: Straddling two worlds?”.**  
There are two parts to this assignment:
  - a) Mini-essay (500 words): due **Tuesday 29 July 2pm.** **5%**
  - b) Essay (1500 words): due **Friday 15 August 2pm** **15%**
  
- 2) **Research Assignment (2,500 – 3,000 words)** **30%**  
  
 Discussion of a relevant issue or analysis of relevant texts, to be decided in consultation with tutor. You will need to provide a Research proposal, but this will not be assessed.  
  
 Research Proposal: due **Thursday 4 September 2pm**  
 Research Assignment: due **Thursday 2 October 2pm**
  
- 3) **Tutorial work and participation** (see below) **10%**
  
- 4) **Examination** (2 hour) **40%**  
 Examination period: 17 October – 8 November 2008.

Criteria for all assessment will be posted on Blackboard.

If you feel you have a legitimate reason for an exemption, you need to get an official extension form from the office and arrange a meeting with the course coordinator.

Late assignments are subject to a penalty of one mark (1% of total coursework) a day.

## Tutorial Work and Participation

As part of the coursework for this paper you are to post **6** weekly responses to readings to your tutorial group's Discussion Board by Monday midday.

- Responses should be about 200 words long.
- Unless otherwise specified, you can choose any of the readings for a particular week.
- You can discuss questions that the reading raises for you; make connections with particular media texts, or other readings, or particular theories you are familiar with, or other subjects you have studied; discuss your personal response; or comment on earlier postings to the Discussion Board.

These responses are not individually assessed, but the commitment and thought demonstrated will make up 5% of the Tutorial Work and Participation grade.

The other 5% of this Grade is based on your contribution to useful, constructive, inclusive tutorials. Assessment criteria are on Blackboard under Course Assessment.

## Presentation of Written Work

Please type your essays in 12pt with 1.5 or double spacing and leave a reasonable margin for comments from the person marking it. Proofread essays carefully so as to eliminate typing, grammatical and punctuation errors.

Students operating at 300-level are expected to be able to write with technical accuracy. Coursework grades will be compromised as a result of a lack of attention to the structure and accuracy of your writing, your referencing of sources through the essay, and your provision of a full bibliography. Poor expression, consistent mistakes in sentence structure and grammar, and the lack of a proper essay structure will automatically put essays into the C category or lower. It is **STRONGLY** recommended that if your essay writing skills have pulled your grades down in the past, you seek help from the Student Learning Service.

It is the responsibility of the student (rather than of the tutor) to ensure that coursework is completed and submitted/presented on time. Students should observe due dates for both the essay and tutorial exercises and understand that it is *not possible* to gain course completion for 308 without submitting/presenting *all* coursework.

MDIA 308 assignments are checked electronically for plagiarism. This is something that is becoming increasingly common in universities around the world. You will be required to post a copy of your assignment to Blackboard. It will then be uplifted to **Turnitin**, where it will be checked electronically against all the information on the Internet, all other student assignments that have been submitted from many Universities, and textbooks. Assignment instruction sheets will detail how to hand in your work electronically.

We recognise that plagiarism often arises through misunderstandings and not knowing how to reference material you have used. The Student Learning Centre runs workshops on how to avoid plagiarism. You should also read the material about Plagiarism below, and on the University's website. **SEE YOUR TUTOR** if you have any doubts about the work that you are submitting.

As well as submitting work electronically, you need to hand in a hard copy (into the MDIA essay box in 42-44 KP). You are required to attach a cover sheet which you need to sign, indicating that you are aware of the University's policy on plagiarism, and that the assignment is all your own work. Your assignment will not be marked until this cover sheet is signed. It is your responsibility to ensure that you understand what plagiarism is, and what the University's policy on plagiarism is. Please do NOT sign the cover sheet if you do not understand these.

## GENERAL UNIVERSITY POLICIES AND STATUTES

### **General University policies and statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at [www.victoria.ac.nz](http://www.victoria.ac.nz).

### **Student and staff conduct**

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at:

[www.victoria.ac.nz/policy/studentconduct](http://www.victoria.ac.nz/policy/studentconduct)

The Policy on Staff Conduct can be found on the VUW website at:

[www.victoria.ac.nz/policy/staffconduct](http://www.victoria.ac.nz/policy/staffconduct)

### **Academic grievances**

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievance Policy which is published on the VUW website at:

[www.victoria.ac.nz/policy/academicgrievances](http://www.victoria.ac.nz/policy/academicgrievances)

### **Academic integrity and plagiarism**

Academic integrity is about honesty – put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

*The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.*

It is still plagiarism even if you re-structure the material or present it in your own style or words.

*Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.*

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning,
- cancellation of your mark for an assessment or a fail grade for the course,
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

[www.victoria.ac.nz/home/studying/plagiarism.html](http://www.victoria.ac.nz/home/studying/plagiarism.html)

### **Students with Impairments** (see Appendix 3 of the Assessment Handbook)

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the course coordinator as early in the course as possible. Alternatively, you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building:

telephone: 463-6070

email: [disability@vuw.ac.nz](mailto:disability@vuw.ac.nz)

The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

### **Student Support**

Staff at Victoria want students to have positive learning experiences at the University. Each faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. In the Faculty of Humanities and Social Sciences the support contacts are **Dr Allison Kirkman, Murphy Building, room 407** and **Dr Stuart Brock, Murphy Building, room 312**.

Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

### ***Manaaki Pihipihinga Programme***

This programme offers:

- Academic mentoring for all Māori & Pacific students at all levels of undergraduate study for the faculties of Commerce & Administration and Humanities & Social Sciences. Contact [Manaaki-Pihipihinga-Programme@vuw.ac.nz](mailto:Manaaki-Pihipihinga-Programme@vuw.ac.nz) or phone 463 6015 to register for Humanities & Social Science mentoring and 463 8977 to register for mentoring for Commerce and Administration courses
- Postgraduate support network for the above faculties, which links students into all of the post grad activities and workshops on campus and networking opportunities
- Pacific Support Coordinator who can assist Pacific students with transitional issues, disseminate useful information and provide any assistance needed to help students achieve. Contact; [Pacific-Support-Coord@vuw.ac.nz](mailto:Pacific-Support-Coord@vuw.ac.nz) or phone 463 5842.

Manaaki Pihipihinga is located at: 14 Kelburn Parade, back court yard, Room 109 D (for Humanities mentoring & some first year Commerce mentoring) or Room 210 level 2 west wing railway station Pipitea (commerce mentoring space). Māori Studies mentoring is done at the marae.

### ***Student Services***

In addition, the Student Services Group (email: [student-services@vuw.ac.nz](mailto:student-services@vuw.ac.nz)) is available to provide a variety of support and services. Find out more at:

[www.victoria.ac.nz/st\\_services/](http://www.victoria.ac.nz/st_services/)

VUWSA employs Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office (tel. 463-6983 or 463-6984, email at [education@vuwsa.org.nz](mailto:education@vuwsa.org.nz)) is located on the ground floor, Student Union Building.