

## MDIA/MAOR 308: Māori Media

**Trimester 2 2016**

11 July to 13 November 2016

**20 Points**



*Find Me a Maori Bride* cast L-R; Amanda Billing, Siobhan Marshall, Te Kohe Tuhaka, Matariki Whatarau and Cohen Holloway. Source: <http://www.stuff.co.nz/entertainment/tv-radio/68089782/new-series-find-me-a-maori-bride-opens-doors-to-culture>.

### IMPORTANT DATES

Teaching dates: 11 July to 16 October 2016

Mid-trimester break: 22 August to 4 September 2016

Last assessment item due: 24 October 2016

Withdrawal dates: Refer to [www.victoria.ac.nz/students/study/withdrawals-refunds](http://www.victoria.ac.nz/students/study/withdrawals-refunds).

If you cannot complete an assignment or sit a test in the last three weeks of teaching, or an examination, it may instead be possible to apply for an aegrotat (refer to [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats)).

## CLASS TIMES AND LOCATIONS

### Lectures

Monday                      11.00am-1.00pm                      Kirk KK202

### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via myAllocator. Instructions can be found on the MDIA 308 site on Blackboard under "Tutorial instructions". Remember to record your tutorial time, day and room for future reference. Tutorial rooms will be listed on myAllocator, Blackboard and on the noticeboard outside the administration office at 83 Fairlie Terrace.

## NAMES AND CONTACT DETAILS

Course Coordinator:                      Jo Smith  
Email:    jo.smith@vuw.ac.nz  
Phone:    04 463 6801  
Room:    Room 204, 81 Fairlie Terrace  
Office Hours:                                      Thursday 1-2pm (email for an appointment)

## COMMUNICATION OF ADDITIONAL INFORMATION

If you are not going to use the Victoria email address set up for you, we strongly encourage you to set a forward from the Victoria email system to the email address you do use.

Information relevant to this course including assessment, lecture notes, 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 course is not designed as a distance learning course and notes posted on Blackboard are not intended as a substitute for attendance at lectures/workshops.

## PRESCRIPTION

This course examines the idea of Māori media from a range of perspectives. Broadly defined, Māori media includes the creative works of Māori media practitioners; however, the course also examines representations of te ao Māori more generally. Drawing from resources and methodologies from the fields of Māori Studies and Media Studies, this course considers how Māori media poses a challenge to current thinking about media practices and processes.

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Summarise, utilise and critique key theoretical perspectives of Māori media (Assessments 1, 2, 3 and 4)
2. Summarise and evaluate the historical context surrounding contemporary Māori media (Assessments 1, 2 and 3) and

3. Construct an argument about the key characteristics of Māori media that draw on skills in reading, analysis, writing and discussion appropriate to a 300-level University course.  
(Assessments 2, 3 and 4)

### TEACHING FORMAT

Weekly two-hour lecture (with a 10-minute-break in the middle) and one tutorial (one hour). Lecture attendance is mandatory, tutorials are optional. All readings are to be done **before** class.

**Please Note:** Tutorials and lectures are interactive and discussion based. Students must have done that week's required readings in order to participate and to understand what's going on in class. Students are also encouraged to contribute relevant media examples to the course. If you come across something that seems to speak to or exemplify issues we've been discussing please email it to [jo.smith@vuw.ac.nz](mailto:jo.smith@vuw.ac.nz) or bring it along to a tutorial.

### MANDATORY COURSE REQUIREMENTS

In addition to achieving an overall pass mark of 50%, in this course you must also complete the following mandatory course requirement in order to pass the course:

- Attend at least 7 lectures in order to be able to discuss, evaluate and utilise theoretical and media texts related to the course

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

### WORKLOAD

The expected workload for a 20-point course is 200 hours over the trimester or 13 hours per teaching week.

### ASSESSMENT

Assessment items	%	CLO	Due
1. <b>Media Commentary:</b> 1,000 words	25%	1, 2, 3	1 <sup>st</sup> August
2. <b>Essay:</b> 1,500-1,800 words	30%	1, 2, 3	16th Sept
3. <b>Encyclopedia Entry:</b> 800 words	25%	1, 2, 3	3 <sup>rd</sup> Oct
4. <b>Letter to the Editor:</b> 800 words	20%	1, 2, 3	25 <sup>th</sup> October

Details of course assessment and marking criteria will be posted on Blackboard and discussed in the first week of the course.

### SUBMISSION AND RETURN OF WORK

Work provided for assessment in this course may be checked for academic integrity by Turnitin the online plagiarism prevention tool.

Hardcopy assignments are submitted in the MDIA Drop Slot outside the administration office: **83 Fairlie Terrace**. Attach an assignment cover sheet or extension form, found on Blackboard or outside the administration office. Remember to fill in your course convenor's name.

Your marked assignment will be handed back by the Course Coordinator in-class or during office hours. Any uncollected assignments can be picked up from the Programme Administrator after the last day of teaching. Assignments will be held in the Administration office until the end of the following trimester. You need to show your student identification to collect marked assignment from the Administration office.

## EXTENSIONS AND PENALTIES

### Extensions

In exceptional and unforeseen circumstances an extension may be granted. Workload issues do not constitute grounds for an extension. To apply for an extension, email your Course Coordinator before the assignment is due. If granted, your Course Coordinator will inform you of the new due date. **No assignment with or without an extension will be accepted after Wednesday 16 November 2016.**

### Penalties

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

## SET TEXTS

Please access reading materials via the MAOR/MDIA 308 Blackboard site. All readings are to be done **before** class.

## RECOMMENDED READING

A list of recommended readings will be hosted via the 308 Blackboard site.

## CLASS REPRESENTATIVE

The class representative provides a useful way to communicate feedback to the teaching staff during the course. A class representative will be selected at the first lecture of the course. Students may like to write the Class Rep's name and details in this box:

Class Rep name and contact details:

## STUDENT FEEDBACK

Student feedback from other versions of this paper have helped shape this current course outline. This feedback will be discussed in the first week.

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php).

In week six or seven of the trimester your class representative will be invited to a meeting with the Programme staff. In week five your class representative will ask the class for any feedback on this course to discuss at this meeting.

## OTHER IMPORTANT INFORMATION

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- *Academic Integrity and Plagiarism:* [www.victoria.ac.nz/students/study/exams/integrity-plagiarism](http://www.victoria.ac.nz/students/study/exams/integrity-plagiarism)
- *Academic Progress:* [www.victoria.ac.nz/students/study/progress/academic-progess](http://www.victoria.ac.nz/students/study/progress/academic-progess) (including restrictions and non-engagement)
- *Dates and deadlines:* [www.victoria.ac.nz/students/study/dates](http://www.victoria.ac.nz/students/study/dates)
- *FHSS Student and Academic Services Office:* [www.victoria.ac.nz/fhss/student-admin](http://www.victoria.ac.nz/fhss/student-admin)
- *Grades:* [www.victoria.ac.nz/students/study/progress/grades](http://www.victoria.ac.nz/students/study/progress/grades)
- *Special passes:* refer to the Assessment Handbook, at [www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf](http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf)
- *Statutes and policies including the Student Conduct Statute:*  
[www.victoria.ac.nz/about/governance/strategy](http://www.victoria.ac.nz/about/governance/strategy)
- *Student support:* [www.victoria.ac.nz/students/support](http://www.victoria.ac.nz/students/support)
- *Students with disabilities:* [www.victoria.ac.nz/st\\_services/disability](http://www.victoria.ac.nz/st_services/disability)
- *Student Charter:* [www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter)
- *Subject Librarians:* <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- *Terms and conditions:* [www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract](http://www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract)
- *Turnitin:* [www.cad.vuw.ac.nz/wiki/index.php/Turnitin](http://www.cad.vuw.ac.nz/wiki/index.php/Turnitin)
- *University structure:* [www.victoria.ac.nz/about/governance/structure](http://www.victoria.ac.nz/about/governance/structure)
- *Victoria graduate profile:* [www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile)
- *VUWSA:* [www.vuwsa.org.nz](http://www.vuwsa.org.nz)

COURSE PROGRAMME\*

Week 1	11 Jul	<p><b>Introduction</b></p> <p><b>Hokowhitu, Brendan and Vijay Devadas.</b> 2013. "Introduction." Brendan Hokowhitu and Vijay Devadas (eds.), <i>The Fourth Eye: Māori Media in Aotearoa New Zealand</i>. Minneapolis: University of Minnesota Press. xv-l. Print.</p> <p><b>Stuart, Ian.</b> 2005. "The Māori Public Sphere." <i>Pacific Journalism Review</i>. 11.1. 13-25. Print.</p>
Week 2	18 Jul	<p><b>What are Communication Landscapes?</b></p> <p><b>Barclay, Barry.</b> 1996. "Amongst Landscapes." Jonathan Dennis &amp; Jan Beiringa (eds.), <i>Film in Aotearoa New Zealand</i>. Wellington: Victoria University Press. 116-29. Print.</p> <p><b>Mita, Merata.</b> 1994. "The Soul and the Image." Jonathan Dennis &amp; Jan Bieringa (eds.), <i>Film in Aotearoa New Zealand</i>, Wellington: Victoria University Press. 36-55. Print.</p> <p><b>Barclay, Barry.</b> 1990. "Talking In." <i>Our Own Image</i>. Auckland: Longman Paul. 74-84. Print.</p>
Week 3	25 Jul	<p><b>The Treaty of Waitangi and Kaupapa Māori Methods (with Dr. Jessica Hutchings)</b></p> <p><b>Archie, Carol.</b> 2007. "The Treaty of Waitangi and some Relevant History." <i>Pou Kōrero: A Journalist's Guide to Māori and Current Affairs</i>. Wellington: New Zealand Journalists Training Organisation. 1-14.</p> <p><b>Smith, Linda Tuhiwai.</b> 2011. "Opening Keynote: Story-ing the Development of Kaupapa Māori – A Review of Sorts." <i>Kei Tua o Te Pae Hui Proceedings</i>. Wellington: New Zealand Council for Educational Research. 10-15. Print.</p> <p>Additional Reading</p> <p><b>Smith, Graham.</b> 2012. "Interview : Kaupapa Māori: The Dangers of Domestication." <i>New Zealand Journal of Educational Studies</i>. 47.2. 10-20. Print.</p>
Week 4	1 Aug	<p><b>ASSESSMENT #1 DUE Monday 1<sup>st</sup> August at 1pm in MDIA Drop Slot at 83 Fairlie Terrace.</b></p> <p><b>News Media</b></p> <p><b>Abel, Sue.</b> 2006. "The Public's Right to Know": Television News Coverage of the Ngāpuhi Media Ban. <i>New Zealand Journal of Media Studies</i>. 9.2. 17-26.</p> <p><b>Abel, Sue.</b> 2008. "Tūhoe and 'terrorism' on television." Danny Keenan (ed.), <i>Terror In Our Midst: searching for terror in Aotearoa New Zealand</i>. Wellington: Huia Publishing. 1-12. Print.</p> <p><b>Van Dijk, Teun A.</b> "New(s) Racism: a discourse analytical approach". Simon Cottle (ed.), <i>Ethnic Minorities and the Media: Changing Cultural Boundaries</i>. Buckingham and Philadelphia: Open University Press. 33-49. Print.</p>
Week 5	8 Aug	<p><b>Reworking Stereotypes</b></p> <p><b>Smith, Jo.</b> 2012. "Framing Parade." Marco Songovini (ed.), <i>Covering Parade: a festschrift celebrating the 75<sup>th</sup> birthday of Patricia Grace</i>. Wellington: Wai-te-ata Press. 31-49. Print.</p> <p><b>Smith, Jo.</b> "The Many Different Faces of the Dusky Maiden: A Context for Understanding <i>Maiden Aotearoa</i>". Jeffrey Carroll, Brandy Nālangi McDougall, Georganne Nordstorm (eds.) <i>Huihui: Pacific Rhetorics and Aesthetics</i>. University of Hawaii Press. 2014. 144-159.</p>
Week 6	15 Aug	<p><b>Māori Media and Historical Representations (with Dr Arini Loader)</b></p>

**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 308**

**Paterson, Lachy.** 2013. "Te Hokioi and the Legitimization of the Māori Nation." Brendan Hokowhitu and Vijay Devadas (eds.), *The Fourth Eye: Māori Media in Aotearoa New Zealand*. Minneapolis: University of Minnesota Press. 124-42. Print.

<b>Mid-Trimester Break:</b>		<b>22 August to 4 September</b>
Week 7	5 Sep	<p><b>The Cinema of Taika Waititi (with Dr. Ocean Mercier)</b></p> <p><b>Smith, Jo and O. Ripeka Mercier.</b> 2012. "Introduction to the Special Issue on Taika Waititi's <i>Boy</i>." <i>New Zealand Journal of Media Studies</i>. 13.1. 1-13. Print.</p> <p><b>Mercier, O.R.</b> 2007. "Close encounters of the Māori kind - talking interaction in the films of Taika Waititi." <i>New Zealand Journal of Media Studies</i>. 10.2. 37-51. Print.</p> <p><b>Mercier, Ocean.</b> 2010. "'Welcome to my interesting world' – Pōwhiri styled encounter in <i>Boy</i>." <i>Illusions</i>. Volume 42. 3-7. Print.</p>
Week 8	12 Sep	<p><b>Māori Television</b></p> <p><b>Stephens, Tainui.</b> 2004. "Māori Television Service". Roger Horrocks and Nick Perry (eds.), <i>Television in New Zealand: Programming the Nation</i>. 107–15. Print.</p> <p><b>Smith, Jo and Sue Abel.</b> 2008. "Ka Whawhai Tonu Mātou: Indigenous Television in Aotearoa/New Zealand." <i>New Zealand Journal of Media Studies</i>. 11.1. 2008. 1-13. Print.</p> <p><b>ASSESSMENT #2 DUE Friday 16<sup>th</sup> September in MDIA Drop Slot at 83 Fairlie Terrace.</b></p>
Week 9	19 Sep	<p><b>Global Television Formats</b></p> <p>Glynn, Kevin and A.F. Tyson. 2007. "Indigeneity, media and cultural globalisation". <i>International Journal of Cultural Studies</i>. 10. 2. 205-224.</p> <p>Smith, Jo and Joost de Bruin. "Survivor-styled Indigeneity in Two Reality Television Programmes from Aotearoa/New Zealand". <i>The Australasian Journal of Popular Culture</i>. 1.3. 2012. 297-312. Print.</p>
Week 10	26 Sep	<p><b>Digital Māori Media</b></p> <p><b>O'Carroll, A.D.</b> 2013. "Virtual whanaungatanga – Māori utilising social networking sites to attain and maintain relationships." <i>AlterNative</i>. 9.3. 230-245. Print.</p>
Week 11	3 Oct	<p><b>ASSESSMENT #3 DUE Monday 3<sup>rd</sup> October at 1pm in MDIA Drop Slot at 83 Fairlie Terrace.</b></p> <p><b>Māori Media and the Majority Culture</b></p> <p><b>Abel, Sue.</b> 2013. Māori Television, its Pākehā audience and issues of decolonization." <i>Studies in Australasian Cinema</i>. 7.2&amp;3. 111-121. Print.</p>
Week 12	10 Oct	<p><b>Conclusions</b></p> <p><b>Assessment #4 due Tuesday 25<sup>th</sup> October before 1pm in MDIA Drop Slot at 83 Fairlie Terrace.</b></p>

\*Please note: course schedule is subject to change