

WHAKAATA MĀORI: THE FIRST 10 YEARS ONSCREEN

He pēhea te takoha a Whakaata Māori ki ngā ahurea pāpāho o Aotearoa i ngā tau 10 tuatahi e whakapāho ana?

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HE KUPU WHAKATAKI

Koinei te pātai matua e pupū ake ana i te kaupapa rangahau *Onscreen Indigeneity: the case of Māori Television* he mea whakahaere i waenga i ngā tau 2012-2015, ā, ko taua pātai anō hoki te pūtake i whakaputaina ai ētahi tuhinga hautaka (tirohia te rau o muri) me tētahi pukapuka e tapaina takitarotia ana ko *Māori Television: the first 10 years onscreen*. I whai wāhi te ariā o te “Whakapāho i te Tirohanga ā-Ao o te Iwi Taketake (Onscreen Indigeneity)” ki te whiriwhiri i te huarahi rangahau, ā, i runga anō i taua ariā ko ngā mea katoa e kitea ana i Whakaata Māori te huanga o tētahi huinga matatini o ngā mahi ngātahi e taka mai ana i *muri* i te kāmera, i *mua* hoki i te kāmera. Kei roto i aua āhuratanga “kei muri i te kāmera” ko te hītori o ngā āhua i whakaaturia ai ngā Māori e te hunga pāpāho me te tūnga o Te Tiriti o Waitangi i roto i te rāngai pāpāho Māori. Ko ētahi

atu āhuratanga whakaawe ko ngā ture tautoko i a Whakaata Māori, te taiao pāpāho whānui atu o Aotearoa, me ngā nekenga i roto i te rāngai whakatairanga i te reo Māori. Kei roto i ērā āhuratanga e taka mai ana “i mua i te mata o te pouaka whakaata” ko ngā āhua e whai wāhi ai ngā hunga mātakitaki, ngā autaua pāpāho, ngā kaitōrangapū, me ērā atu kaiwhakarato pāpāho ki a Whakaata Māori.

Kua whakawāteatia e tēnei rangahau ngā tāngata nō te rāngai pāpāho Māori, tae atu ki ngā autaua Māori, ngā pūkenga pūmatauranga me ngā hunga mātakitaki e whai wāhi ana ki a Whakaata Māori. He mea whakaatu e ngā uiuitanga me ngā kōrero ā-rōpū arotahi, tae atu ki ngā tuhinga mō te whakaora reo, ngā tuhinga kaupapahere, ngā ture nā te kāwanatanga me ngā rangahau pāpāho kua oti kē ngā kawenga maha kei runga

i a Whakaata Māori. E ai ki ngā ture me āwhina a Whakaata Māori ki te tiaki me te whakatairanga i te reo me ngā tikanga Māori i roto i te papori e kōrero ai te nuinga i te reo Ingarihi. E kitea ana a Whakaata Māori e ngā kaitōrangapū me ngā autaua pāpāho ehara i te Māori hei kaiwhakarato pāpāho tūmatanui. Ko te tūmanako o ētahi kaiwhaipanga me noho a Whakaata Māori he whakahaere pāpāho kua waihanganga mārikatia e ngā āhua whakaaro me ngā āhua mahi a te Māori. Heoi anō, e ai ki te kī a tētahi kaimahi pāpāho e pā ana ki te puakanga o Whakaata Māori, “ka uua haere tonu te kī he aha te [Māori] i tēnei wā”. I whakawhanake tēnei kaupapa i ētahi anga whātuitui e rima mō te mātau haere ki ngā āhuratanga akiaki hei pou here mō Whakaata Māori i ōna whakapāhotanga i ēnei tau tuatahi tekau, ki tua anō hoki.

WĀTAKA WHAKAATA MĀORI 2004-2014

- Kāwanatanga
- Reo Tātaki Māori
- Rāngai Pāpāho Whānui Ake

2004 ▶

Ka whakarewaina a Whakaata Māori (MTS) i te 28 o Māehe

Ka whakamanatia te Ture Tukutai Moana e te Kāwanatanga Reipa

Ka whakatū a Tariana Turia i te Pāti Māori

Ngā whakaaturanga hou: *Kōrero Mai, Te Kāea, Te Heteri*

2005 ▶

Ka whakatūria a Jim Mather hei pou whakahaere o MTS (Māehe 2005-Oketopa 2013)

Ngā whakaaturanga hou: *CODE, Ask Your Auntie* me *Hunting Aotearoa*

NGĀ ANGA E RIMA MŌ TE MĀTAU HAERE KI A WHAKAATA MĀORI

1. TE ANGA TUKU IHO

Kia mātau ai ki a Whakaata Māori i tēnei rā, me mātau kē ki te whawhai roa ake kia ora ai te reo me ngā tikanga Māori. Ko tā te anga tuku iho he ārohi i: te tūnga o Te Tiriti o Waitangi i roto te rāngai pāpāho Māori; te taiao whānū ake o ngā ratonga pāpāho ehara i te Māori me te taha arumoni puta noa; te tūnga o te reo tātaki mō te whakaora anō i te reo me te ahurea Māori.

Arā te reo hei reo whakawhitiwhiti kōrero me te reo hei oro e whakaputaina ana e te waha.

(H. ROYAL, 2013)

Ki te titiro koe ki a TV ONE, TV2 me TV3 he kūnakunaku noa iho tā rātou e whakapāho ana ki ngā hunga mātakitaki o Aotearoa. Engari kē ko tā Whakaata Māori e whakapāho ana ki ngā hunga mātakitaki Māori he whakangahau whakamere, whakaongaonga, hou, whakamōhio an hoki, ā, me mihi ki a rātou ka tika.

(E. HENRY, 2012)

2. TE ANGA O NGĀ TIKANGA

Ko te tūmanako me mahi a Whakaata Māori hei whakahaere Reo Tātaki Māori, kua e whakarato noa iho i te reo tātaki mā te reo Māori. E whai whakaaro ana te anga o ngā tikanga ki: Te hanganga kāwana o Whakaata Māori; te whai wāhi ki ngā hapori; te reo Māori i te wāhi mahi me ngā ritenga whakaputa whakaaturanga i runga anō i ngā tikanga.

He Pakihi Māori hou tonu, nā reira ki tōku whakaaro e whakawhanake tonu ana rātou i ngā tikanga e tōtika ana ki aua tūmomo mahi. Engari, ahakoa ngā aupiki me ngā auheke, e whakapau kaha ana rātou kia tutuki ai.

(H. HARAWIRA, 2013)

[Ki] te mātakitaki koe i Whakaata Māori me tōna āhua o nāianei, he tauira noa iho nō te ao Pākehā e paparuatia ai ki ngā kanohi parauri me te reo Māori.

(Q. HITA, 2014)

2006 ▶

Te whakapāho tautokorua wā tūturu a TVNZ me Whakaata Māori i te tangihanga mō Te Arikini Dame Te Atairangikaahu

Ngā whakaaturanga hou: te whakapāhotanga rā katoa o *Anzac Day*

2007 ▶

I tīmata te Ratonga Freeview i Mei, ka whakarewa a TVNZ i te hongere matihiko, TVNZ6

Ngā whakaaturanga hou: *Homai Te Pakipaki*

2008 ▶

Ka whakatūria te Kāwanatanga Nahinara i Noema

Ka whakarewa a TVNZ i te hongere matihiko tuarua, TVNZ7

Ka whakarewa a MTS i te hongere matihiko, *Te Reo* i te hui tuatahi mō ngā mema o WITBN

3. TE ANGA WHAKAMAHERE WHAKAATURANGA

E tautoko ana a Whakaata Māori i ngā akoranga reo, tikanga hoki i a ia e whakarato ana i ngā ihirangi e pai ana ki te hunga mātakitaki whānui ake. E whai whakaaro ana te anga whakamahere whakaaturanga ki: ngā hunga mātakitaki e arohia ana e Whakaata Māori; ngā huringa rautaki puta noa i te tekau tau; me ngā rautaki ki muri ake i te wā kei te kaimātakitaki te tikanga kōwhiri he aha e whakapāhotia ana ki a ia.

Me whakahihiri i te hunga [rangatahi] ki te kōmitimiti i te reo ki te ahurea rongonui, nā te mea ko te tikanga e kitea ana e rātou hei ahurea whai kawa, tohutohu anō hoki.

(H. MOHI, 2014)

Kiwi me te iwi – koinei taku tirohanga ki ngā hongere e rua – ko Kiwi a Whakaata Māori, ko iwi ko te hongere Te Reo.

(E. MORGAN, 2014)

4. TE ANGA HUNGA MĀTAKITAKI

Whakamahi ai ngā hunga mātakitaki Māori i Whakaata Māori hei rauemi ako i te reo me te ahurea. He mātāpuna whakahihiri a Whakaata Māori ki ētahi, engari ko te hiahia kē a ētahi atu kia nui ake ngā mea ka whiwhi rātou i tēnei kaihanganga pāpāho Taketake. E whai whakaaro ana te anga hunga mātakitaki ki: te whai wāhi a Whakaata Māori ki ngā akoranga o te reo me te ahurea Māori; tāna whakarei ake i te whanaungatanga me te oranga ā-ahurea, me ngā mea rerekē ka taea e Whakaata Māori.

He nui ngā mea kāore anō kia whakamōhiotia mai e ōku kaumātua i ākona e au, ā, e pai ana kua hopukina ērā nō te mea i ētahi wā ina kī mai rātou i ētahi mea ka warewaretia.

Ki a au nei e wero ana a [Whakaata Māori] i ngā teihana reo tātaki auraki kia pai ake ā rātou mahi ina whakaatu i ngā ihirangi Māori. Kāore e taea ināianei te whakaatu haere tonu mā te tirohanga Pākehā anake.

E waihanga ana tātou i ngā whakaaturanga whakaata mā te tirohanga Pākehā, mā tētahi whakamāoritanga rānei o tō te Pākehā tirohanga? E whakamahi kē ana rānei tātou i ō tātou whakapono, uara hoki mā ngā āhua e whakawhanake ai me te whakarato i ngā kōrero ataata?

5. TE ANGA O NGĀ MAHI TŌRANGAPŪ O TE AHUREA

Ko te tūmanako o te tokomaha, me whai āhua a Whakaata Māori ka whakaū me te whakapuaki i ngā tirohanga me ngā pūtake taketake. E whai whakaaro ana te anga o ngā Mahi Tōrangapū o te Ahurea ki te tūnga a Whakaata Māori mō: te whakarei ake i te whai kanohi o te Māori ki ngā mahi ahurea me te tōrangapū; te whakapuaki i ngā kōrero ataata taketake; te whakaata i ngā kaupapataka tōrangapū me te ahurea a te Māori; te whakawhanake i ngā ritenga pāpāho hāngai ki te marea.

Ko tā Whakaata Māori he whakaatu he mea tikanga noa te noho hei Māori, nā reira mō rātou he paku mātaku pea ki te rapu haere ko wai rātou, nō hea hoki, me ērā atu mea pērā – ko te tūmanako ka māia rātou ki te rapu haere i aua mea.

(M. MUTU, 2012)

E hiahia ana ahau ki tētahi hongere Māori ka whakaata mea e ai ki tā mātou e mahi ai. Kaua ko tētahi mea ka tāruarua noa iho i ngā tikanga [o naianei] – e pērā ana hoki mō te rangahau. Ki te whakamahia ngā tikanga kohikohi rongokōrero ōrite ka tāruaruatia ngā rongokōrero o te hunga pāpāho auraki, me ngā whakaaro i rōto i aua rongokōrero.

(L.T. SMITH, 2013)

2009 ▶

I oti te Arotake Te Kāhui o Te Mōhutonga o MTS

Ka tono a MTS i ngā motika whakapāho i te Kapu Whutupōro o te Ao

Ka tīmata a Carol Hirschfeld i tana tūnga hei tumuaki mō te whakamahere whakaaturanga

2010 ▶

I te Rangahau Papānga nā Te Pūni Kōkiri, “[...] ka kitea te pānga whaihua i waenga i te mātakitaki i Whakaata Māori me te ako i te reo Māori.”

I tīmataria te Arotake o te Rautaki Reo Māori

Ngā whakaaturanga hou: *Ako; Kōwhao Rau*

2011 ▶

I hurihia a TVNZ6 kia U

I whakakore ōkawatia te Tūtohunga TVNZ

Ngā whakaaturanga hou: Te whakaata kohi moni o *Rise Up* mō te rū whenua o Ōtautahi; te whakapāhotanga o te Kapu Whutupōro o te Ao

NGĀ KITENGA MATUA

He pēhea te takoha a Whakaata Māori ki ngā ahurea pāpāho o Aotearoa i ngā tau 10 tuatahi e whakapāho ana? E taunaki ana ngā kitenga rangahau:

- kia whai whakaarohia a Whakaata Māori i te horopaki o te hītori roa ake o te whawhai kia ora te reo me te ahurea Māori, i roto i te taiao whānui atu o ngā mahi pāpāho me ngā ritenga reo tātaki kua takoto, me te whānuitanga o ngā hiahia tōrangapū, ahurea hoki e pā ana ki a Whakaata Māori
- he wāhanga tino nui tō Whakaata Māori ki te tautoko i te reo Māori me ngā nekehanga ahurea, ā, he ara tino nui hoki a Whakaata Māori mō te whakawhanaketanga Māori
- ka whakarato a Whakaata Māori i ngā whakaaturanga ataata e ahu mai ana i āna kaupapa i roto i tētahi taiao pāpāho arumoni tātāwhāinga

- ka āwhina a Whakaata Māori ki te whakatau kaupapataka i roto i ngā whare me ngā wāhi tūmatanui o Aotearoa e whakamanatia ai ngā tirohanga Māori rerekē
- ka noho haepapa tonu a Whakaata Māori ki ōna kaiwhaipanga maha, tae atu ki te Karauna me te whānuitanga o ngā hapori kanorau
- me whakawhanake tonu a Whakaata Māori i ngā mahi whakamahere me ngā ritenga e ahu mai ana i te pūtake Māori
- ka whakatenatena a Whakaata Māori i ngā kōrerorotanga whānui atu mō te tūnga o te pāpāho o Aotearoa, me ngā mahi tōrangapū i roto i te reo tātaki o Aotearoa, i tāwāhi anō hoki.

Nā te Māori Television Service Act 2003 i whakarite kia whai kawenga a Whakaata Māori mō te whakatairanga me te tiaki i te reo me ngā tikanga Māori whai mai ana i

te whakangongo a te Karauna mō ngā tau tekau maha, waihoki me whakarite kia pai ana whakaaturanga ki te whānuitanga o ngā hunga mātakitaki. I ōna tau 10 tuatahi i hangaia e Whakaata Māori te tūāpapa mō te āhua pea ā muri atu o te reo tātaki i Aotearoa, mā ngā tirohanga rerekē o te ao Māori. I ngā wā e whakataetae ana ngā kamupene whakaatu pāpāho ataata mō te aronga o te hunga mātakitaki mā ngā mata maha, kei mua tonu i a Whakaata Māori te wero o te whakaputa i hirangi e pai ana ki te ōraunga nui o Ngāi Māori e rangatahi tonu ana, ā, i tua atu i te whakarato i hirangi mō ērā whakatipuranga i whawhai kia whakatūria a Whakaata Māori. I aua wā anō ka nui haere pea ngā wero kei mua i a Whakaata Māori ina whakamahi ngā hunga mātakitaki i ngā momo pāpāho tino hou kia whai wāhi ki ngā kaiwhakaputa pāpāho, ki te uru atu rānei ki ngā i hirangi pāpāho i runga anō i ā rātou anō whakaritenga.

HE AHA KEI TUA?

E whakarato ana a *Māori Television: the first 10 years onscreen* i ētahi anga tuatahi mō te whai whakaaro ki tā Whakaata Māori takoha ki te reo Māori me ngā tikanga Māori, ki ērā atu kaiwhakarato pāpāho whānui o Aotearoa anō hoki. Ehara i te mea he arowā te rangahau, engari he mea hoahoa te ara rangahau kia mahi hei pouaka utauta ka tautoko pea i ngā kaupapataka rangahau hou. Ka whai wāhi pea ki ngā rangahau ā muri atu:

- ngā kōrero tuku iho ā-waha me ngā haurongo e whakaahua ana i te whawhai kia ora te reo Māori, kia whakatūria hoki te reo tātaki Māori
- ngā whakaaturanga Māori e whakaratohia ana e ētahi atu kaiwhakarato whakaaturanga whakaata koreutu

- he tātaritanga ko ngā tikanga Māori te pūtake o ērā atu pūtahitanga whakarato pāpāho pēnei i Te Māngai Pāho, i Te Mana Whanonga Kaipāho rānei
- ētahi mātā take e pā ana ki ngā ritenga whakaputa whakaaturanga whakaata ko ngā tikanga Māori te pūtake
- ētahi anō tātaritanga kuputuhi hōhonu o ngā whakaaturanga reo Māori, ahurea Māori anō hoki.
- te papānga o ngā hangarau tuihono ki ngā rangahau ā muri atu o te Hunga Mātakitaki Whakaata Māori
- ngā mātātaki matihiko kei mua i te rāngai pāpāho Māori whānui.

He mahana ngā mihi atu a te kapa *Onscreen Indigeneity* ki ngā kaiwhaiwāhi katoa mō tā rātou whai wāhi mai ki tēnei rangahau.

NGĀ WHAKAPUTANGA

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WHAKAPĀ MAI

Mō ētahi atu pārongo mō tēnei kaupapa rangahau, whakapā mai ki: jo.smith@vuw.ac.nz



2012 ▶

Ka katia a TVNZ7 e te kāwanatanga

Te Arotake NZoA o te Whakamahere Whakaaturanga Māori, Ngā Matakiirea.

Te ahunga rautaki hou mā Te Māngai Pāho me te tauira 'neke-whakatematau' o ZePA

2013 ▶

Ngā whakatikatika ki te Ture Ratonga Whakaata Māori 2003

I oti te Whakawhiti Matihiko

Te Ture Arotake i te Reo Māori

2014 ▶

Ka tuku a TVNZ i te hanga whakaaturanga Māori me te Pasifika ki kamupene kē

Ka tīmata a Paora Maxwell hei pou whakahaere o MTS (Māehe 2014 ki nāianei)

Ngā whakaaturanga hou: Media Take; Swagger