

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

# **The Maori Perspective of the News**

**A thesis presented in partial fulfilment of the requirements**

**for the degree**

**of Masters of Business Studies**

**in Communication Management at**

**Massey University**

**Joanna Ngani TeAwa**

**1996**

---

## ABSTRACT

The Maori perspective of the news has been identified by Fox (1998, 1992, 1993) and Walker (1994), but the dynamics of the presentation and construction of the Maori perspective of the news had not been well defined.

This research attempted to define and distinguish the differences between the news produced by Mana News from the news produced by mainstream organisations. In particular the selection of what issues and events became news and how they became news was examined, as well as a study of the end product heard by the listeners. Two methodologies were employed; participant observation and content analysis.

Participant observation explored the decision-making process in the manufacture of news. This methodology gives the research an "insider" nature. The participant observation identified the news values used in the selection of news and contrasted these values applied in Mana News to those identified by Galtung and Ruge (1965) and Masterton (1994). The inter-play between the journalists and sources was also explored.

Content analysis methodology complements the participant observation methodology. Essentially content analysis is a research that focuses on the finished product, and examines what is published or broadcasted after the complex inter-play of relationships between the source and journalist which influences news creation. The content analysis examined numerous theories that may help identify the difference in the construction and presentation between the Maori perspective and the traditional mainstream perspective of the news. Journalism development identified by Loo (1994) was explored, as was the dialectical story model, the tone and nature of the stories and the diversity of sources.

Overall the results identified some fundamental differences in the application of news values, the utilisation of sources, the types of sources used, and the nature and tone of stories. The findings also have revealed a journalistic genre that appears to be a more appropriate way of categorising the writing style used in Mana News, as opposed to the traditional 'hard' and 'soft' news categories which characterises conventional journalistic writing. The research moved beyond saying that there is a difference between Mana News and mainstream news media and identified how it is different.

Finally, considering this defined difference in perspectives, the socio-political and legislative implications and the commitment broadcasters have to race relations was explored. Change to New Zealand broadcasting policy and legislation was recommended.

---

## ACKNOWLEDGEMENTS

I would like to thank my supervisor, Professor Judy McGregor, for her constant supervision and attention to my progress. She kept me motivated and on the straight and narrow.

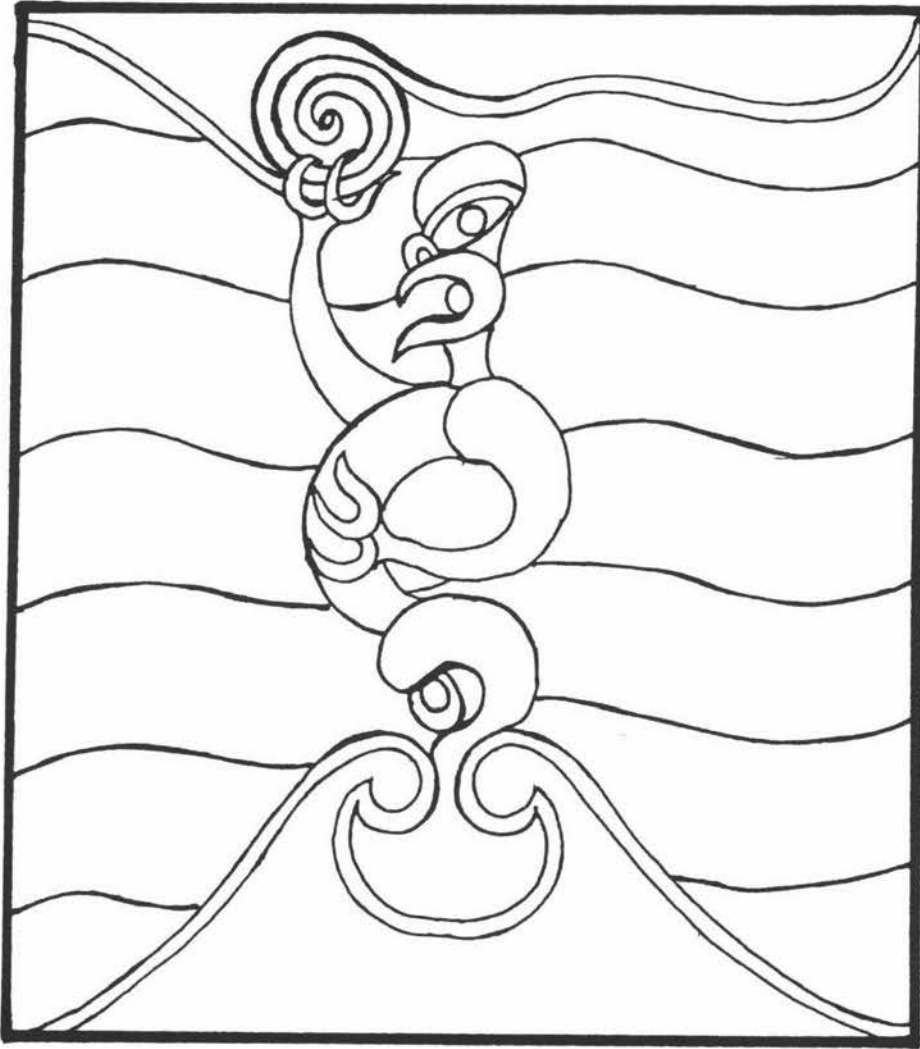
The study would not have been possible without the help of the Mana Team especially, Ral Makiha, Sue Wilkie, Gary Wilson, Derek Fox, Kirsty Babbington, Gideon Porter and Tiana Tofilau. Thank you for letting me into your organisation and your lives.

I am grateful to Dr Ted Drawneek for all the technical data analysis he provided and to Cathy Goodman and Christine Smith for those secretarial tips.

I must also acknowledge my proof reader who helped me with my spelling and grammar, Uncle Bill (William Hohepa), and who has always encouraged me to do well in whatever I undertake.

Lastly I must acknowledge all the love and support from my friends and *whanau*. To my friends for encouraging me to be social and to those who discouraged me from being social. To my parents for their faith in my ability. To my cook, cleaner, housekeeper, and supporter Greg Dillon for his unstinting encouragement.

## PREFACE



*Ka mohio koe ki te putaio  
Ka mohio koe ki nga take horororo*

This picture depicts mankind trying to come to grips with the environment created, when Papatuanuku and Ranginui were rendered apart by their children. It is only when you understand the environment will begin to understand each other.

*Naku na Manu TeAwa.*

## TABLE OF CONTENTS

	Page No.
<i>Abstract</i> .....	<i>i</i>
<i>Acknowledgements</i> .....	<i>iii</i>
<i>Preface</i> .....	<i>iv</i>
<i>Table of Contents</i> .....	<i>v</i>
<i>List of Tables</i> .....	<i>ix</i>
 <b>CHAPTER ONE - SCOPE OF RESEARCH</b>	
1.1 Introduction .....	1
1.2 Legislation .....	2
1.3 Maori Media and Mana News .....	3
1.4 The Maori Perspective .....	4
1.5 Central Questions .....	5
1.6 Methodology .....	5
1.6.1 Participant observation .....	5
1.6.2 Content analysis .....	6
1.7 Research Structure .....	6
 <b>CHAPTER TWO - LITERATURE REVIEW</b>	
2.1 Introduction .....	8
2.2 USA, Britain and Australia .....	9
2.3 New Zealand .....	12
2.4 News Values .....	17
2.5 Maori Perspective of the News .....	22
2.6 New Typology for Journalism Writing .....	24
2.7 Sources .....	25
 <b>CHAPTER THREE - METHODOLOGIES: theory and background</b>	
3.1 Introduction .....	30
3.2 Why Participant Observation & Content Analysis? .....	30
3.2.1 Why participant observation? .....	31
3.2.2 Why content analysis? .....	32
3.3 Participant Observation .....	33
3.3.1 Purpose of participation .....	33
3.3.2 Definition .....	34

	<b>Page No.</b>
3.3.3 Ethics .....	35
3.3.4 Limitations .....	36
3.4 Content Analysis .....	37
3.4.1 Purpose of analysis .....	37
3.4.2 Definitions .....	37
3.4.3 Limitations .....	40
 <b>CHAPTER FOUR - METHODOLOGIES: procedures and employment</b>	
4.1 Introduction .....	42
4.2 Participation Observation .....	42
4.2.1 Pragmatic considerations .....	42
4.2.2 Observing and documentation .....	43
4.3 Content Analysis .....	45
4.4 Content Analysis Procedures .....	45
4.4.1 Unit of analysis .....	46
4.4.2 Formulation of categories .....	46
4.4.3 The sample .....	49
4.4.4 Coding and reliability .....	51
 <b>CHAPTER FIVE - PARTICIPANT OBSERVATION RESULTS: journalists</b>	
5.1 Introduction .....	52
5.2 Descriptive Observations .....	52
5.2.1 Setting .....	52
5.2.2 Key people .....	53
5.2.3 Roles .....	54
5.3 Focused Observations .....	55
5.3.1 Checking in with the news editor .....	56
5.3.2 Scanning the mainstream media .....	58
5.3.3 Gathering news .....	59
5.3.4 Cutting and editing interviews .....	61
5.3.5 Socialisation in the newsroom .....	62
5.4 Selective Observations .....	63
5.4.1 News values .....	64
5.4.2 Sources .....	67
5.5 Conclusion .....	70
 <b>CHAPTER SIX - PARTICIPANT OBSERVATION RESULTS: editor</b>	
6.1 Introduction .....	74
6.2 Descriptive Observations .....	74
6.2.1 Setting .....	74



	<b>Page No.</b>
6.2.2 Key people .....	75
6.2.3 Roles .....	76
6.3 Focused Observations .....	76
6.3.1 Prospect list .....	77
6.3.2 Checking progress and editorial advice .....	79
6.3.3 Gathering news .....	80
6.3.4 Checking scripts and selection of line-up .....	81
6.4 Selective Observations .....	82
6.4.1 News values .....	82
6.4.2 Sources .....	86
6.5 Conclusion .....	88
 <b>CHAPTER SEVEN - PARTICIPANT OBSERVATION EVALUATION</b>	
7.1 Introduction .....	91
7.2 The Question of Generalizability .....	92
7.3 Generalizable findings .....	93
7.4 Theory Development .....	94
7.5 News Values, Sources, Resourcing and the Maori perspective of the News .....	96
 <b>CHAPTER EIGHT - CONTENT ANALYSIS RESULTS</b>	
8.1 Introduction .....	98
8.2 General .....	99
8.2.1 Story length .....	99
8.2.2 Geographic location .....	99
8.2.3 Iwi .....	100
8.2.4 Usage of Maori language .....	101
8.3 Type and Tone of Stories .....	102
8.3.1 Good news/Bad news stories .....	104
8.4 Event Orientation .....	106
8.5 Journalistic Genre .....	109
8.6 The Nature of the Story .....	111
8.7 Sources .....	112
8.7.1 Number of sources .....	113
8.7.2 Ethnicity and gender of sources .....	114
8.7.3 Nature of source .....	115
8.8 Summary of Results .....	116
 <b>CHAPTER NINE - CONTENT ANALYSIS EVALUATION</b>	
9.1 Introduction .....	119
9.2 Comparisons with previous studies .....	120

---

	<b>Page No.</b>
9.2.1 Sources .....	120
9.2.2 Journalistic style .....	122
9.3 The Maori Perspective of the News .....	123
9.4 The Implication for New Zealand Mainstream Media .....	124
9.5 Limitations, Strengths, and Future directions .....	127
9.5.1 Limitations .....	127
9.5.2 Strengths .....	128
9.5.3 Future directions .....	129
 <b>CHAPTER TEN - IMPLICATIONS</b>	
10.1 Introduction .....	131
10.2 Legal and Socio-political Implications .....	133
10.3 Te Mangai Paho and Resourcing Maori Programming .....	135
10.4 Commitment to Race Relations .....	136
10.4.1 Training and recruitment .....	137
10.5 Where to from here? .....	140
 <b>REFERENCES</b> .....	
	141
 <b>APPENDIX</b>	
<i>Coding Questionnaire Document</i> .....	151

---

## LIST OF TABLES

	<b>Page No.</b>
Table 1: Sample of dates for Mana News .....	51
Table 2: Geographic location of stories .....	100
Table 3: Type of story .....	103
Table 4: Bad news "for" Maori .....	105
Table 5: Journalistic genre .....	110-111
Table 6: Ethnicity of sources .....	114
Table 7: Gender of sources .....	115
Table 8: Types of sources used .....	115-116