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**Ko te Pakiwaituhi Ko Au, Ko Au Ko te Pakiwaituhi:
He Wewetenga o te Pakiwaituhi Tōra Mātātoa,
He Whakapuakanga Pakiwaituhi Māori**

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ARIĀ

Mai i ngā tau o te whitu tekau te pakanga a ētahi rōpū Māori kia rangona te Māori, kia kitea te Māori ki runga pouaka whakaata. I kura takahi puni te whiua o rātou mā ki te Karauna kia whakamanahia tāna i oati ai i te Tiriti o Waitangi. Otirā, ka tohua te Karauna ki te tiaki i ngā kura kāmehameha a te Māori, arā, ko te reo me ōna tikanga. I kitea e rātou mā tētahi patanga orange o tō tātou reo, o ā tātou tikanga mā te ao pāpāho. E mara e, kua tuangahuru ngā tau e whakapāoho atu ana a Whakaata Māori mai i tōna whakarewanga i te tau 2004. Nā aua kikopuku reo, nā aua mumu tikanga, nā aua matā mana motuhake i whai wāhi mai ai te Māori i te ao pāpāho, otirā, i te ao o te pouaka whakaata.

Ka mutu, ko te ngako ia o tēnei tuhinga, he whakamahuki, he tirotiro, he ketuketu i te pakiwaituhi kōhungahunga, i a Dora the Explorer. I whakamāorihia e Whakaata Māori ki a Tōra Mātātoa. Mō te pakiwaituhi rongonui, kāhore he painga i a Tōra Mātātoa. Kei te mātakitakihia e ngā iwi huhua ki ngā tōpito katoa o te ao. Ko te pātai ia nā, he aha oti ngā ehunga Māori ka kitea, ka rangona rā roto mai i te pakiwaituhi kōhungahunga, i a Tōra Mātātoa? Mā tēnei rangahau tonu e whakautu.

Ko ngā pakiwaituhi katoa o Whakaata Māori mā te kōhungahunga he mea hanga e iwi kē atu i te Māori. Ka mutu ka whakaarohia e tēnei rangahau ētahi huarahi e taea ai e tātou te whakaputa pakiwaituhi Māori mā te kōhungahunga. Otirā, ka whakapua mai ai i tētahi pakiwaituhi Māori nāku tonu. Ko tāku e whakapae nei, me kite ā tātou tamariki i a rātou anō rā roto mai i ngā pakiwaituhi. Ko tāku e manako nei, kia kaha te iwi Māori ki te kimi huarahi e whakaputa ai i ā tātou ake pakiwaituhi nā te Māori, mā te Māori, mō te Māori.

ABSTRACT

Since the 1970s select Māori groups have fought to be seen and heard in the broadcasting industry and particular television. United and banded they challenged the Crown to honour what was promised to them in the Treaty of Waitangi. They demanded that the Government maintain the Māori language and its customs. They saw television as a means to retain and transmit our language and culture. 2014 marked the tenth year of broadcasting for Māori Television. This prestigious achievement in Māori broadcasting was due to the efforts of our leaders who fought tirelessly to ensure our language and customs were and are maintained throughout broadcasting.

The basis of this thesis is the analysis of the preschool animation, Dora the Explorer, which was broadcast and translated by Māori Television as Tōra Mātātoa. Dora the Explorer is arguably the most famous preschool animation. The show is watched by the masses all over the world. This thesis investigates the question; what representations of Māori are seen and heard in the preschool animation Tōra Mātātoa?

All of the preschool animations shown on Māori Television have been created by non-Māori. Therefore, the purpose of this research is to create new ways of thinking that will initiate the production of locally made preschool animation. This thesis looks at a Māori animation example that I have created based on the findings of this research. It is imperative that our children see themselves on the television screen. I hope Māori actively seek avenues to ensure the production of preschool animation by Māori, for Māori and about Māori.

HE MIHI

Kua rima tau māua ko taku tau e tiakina ana ki te riu o Waikato, ka mutu, kei te Kīngi e noho mai nā i te ahurewa tapu, pai mārire. Kei te Whare Wānanga o Waikato, e mihi ana. Otirā, kei ngā kautawa tautoro o Te Pua Wānanga ki te Ao, tēnā koutou. Nā koutou tonu māua i napinapi kia rere arorangi ko whakaaro, kia wana mai ko urupounamu, kia whiua atu ko haha. Ko Haki Tuaupiki te ringa whiti i toro mai i te taetanga atu ki te Whare Wānanga o Waikato, ka mutu kei te hoa, tēnā koe. Ko Tākuta Rangi Mātaamua te pūkenga i kaha wero i te hinengaro kia toko ake te hīkaka ki tēnei mea te rangahau, e kara, tēnā koe. Ko Donna Campbell te ringa raupā i huhuti ai i ngā taru o huatau kia tītōhea te anga o tēnei rangahau, e kui, tēnā koe. Mō te whakatika tuhinga anuanu, whakatakotoranga tītaha, kāhore he painga i a Hinerangi Kara, kei te hoa, e mihi ana. Otirā, ki ngā tohunga, ki ngā mātau, ki ngā ringa rehe katoa kua tākoha mai he kuru pounamu i roto i ngā tau kua taha ake nei, tēnā koutou, tēnā koutou, tēnā koutou katoa.

He kuaka mārangaranga kotahi i tau ki te tāhuna, tau atu, tau atu, tau atu. He manu rere tōnui te kuaka. Ka arahina te wharau o te kuaka e tētahi manu taki, e tētahi amokapua. E hore rawa nei te kāhui manu e tau ki te tāhuna ki te kore tōna amokapua. Ka mutu, kei taku manu taki, kei taku paeārahi, tē taea te whakakotahi mai i roto i te huhua te whakamiha ki a koe. Kei te rangatira, ki a koe Ēnoka, nāu tonu ahau i whakatatū mai ai ki te tāhuna o angitū, tēnā koe, tēnā koe, tēnā koe.

E mihi ana ki te Whare Wānanga o Waikato me ngā whakaaro nui i riro i a au i tēnei tau. Me kī rā, ko ngā karahipi i whakawhiwhia ki a au, tēnā koutou. Kei te Ngārimu VC 28th Māori Battalion Memorial Scholarship, mei kore tēnei karahipi, kua hore tēnei tuhinga. E hore koutou e warewaretia, tuhia ki te whenua, tuhia ki te koko o mahara, tuhia ki te rangi, tēnā koutou katoa.

Kei wareware au ko te hunga i whakaae mai kia whakanuia ā rātou kōrero rā roto mai i te tuhinga nei. Mokori anō a mihi ka rere ki a Tākuta Geoff Lealand, ki a Tākuta Ruth Zanker, ki a Annie Murray, ki a Pānia Papa, ki a Robert Pouwhare. Mei kore koutou, tēnā koutou katoa.

Kei aku pāpā, ko Te Wharehuia, ko Tīmoti, ko Pou, tēnā koutou. Ka rongo te ate i te aroha mō koutou katoa, anō nei nōku tonu koutou. Kātahi te wero nui, ko Te Panekiretanga. Heoi anō, e whakaponono nei, e hore rawa te reo o taku tohu paerua e eke pēnei nei ki tōna taumata ki te hore i mahi ngātahitia ki te Te Panekiretanga. E kara mā, nōku te whiwhi. Otirā, ki a koe e kui, ki a Pānia, mei iho koe. Koia kei a koe, kāhore i tua atu. Kei aku mara o Te Rangapū Tuangahuru, tēnā koutou. Tēnei te mātenga ka tuohu ki a koutou i whakatenatena mai, i whakahihiko mai i a au i te tau kua hori nei. Tēnā tātou katoa.

Kei aku hoa o Te Waiora, tatū atu rā ki aku hoa takatāpui nō te kāinga, tēnā koutou. Tēnā koutou i whakaora anō ai i taku mauri kia pīkoko tonu au ki te mahi nei, tēnā koutou.

Kei te kuku o taku manawa, e Mum, tēnā koe. Wīkene atu, wīkene mai, ka riro māu tā māua tamāhine e napinapi kia wātea mai māua ki te whakatutuki i ēnei tohu. E mum, pukahu kē ana te puna i te wai aroha, e hore rawa nei e mimiti, tēnā koe, tēnā koe, tēnā koe.

Kei te tau, kua hia wīkene au e riro ana ki tēnā hui, ki tēnā wānanga, ki tēnā kaupapa i tēnei tau. Ahakoa tonu āu ake nā mahi i te tohu paerua, i riro nāu te ahi i tutungi kia muramura tonu mai. E te tau, ka ngāruerue taku manawa, ka pupū ake, ka kokō ake ko tai mihi, ko tai aroha, ka whawhati atu ki tōu manawa e.

Kei te piki kōtuku, kei te rau huia, mōu tēnei rangahau. E rongopū ana a Māmā i te mokemoke ōu ki ōu mātua i ngaro nei ki ēnei rangahau. Ā tōna wā, ka pūrangiaho ki a koe te take i ngaro a Māmā, i ngaro a Pāpā i ngā wīkene me ngā pō o te wiki. E kō, mōu tonu te take. Kei tō māua ataata koe e marumarutia ana. Erangi hei ngā tau, ka anga atu tō kanohi ki te rā kia ngahaetia te whenua e tō ata hei arumanga mā tētahi atu. Hinehui, meanei te tauira, kia kaha taku hei moko.

RĀRANGI KŌRERO

ARIĀ	ii
ABSTRACT	iii
HE MIHI	iv
UPOKO TUATAHI.....	1
Huatakinga.....	1
1.1 Pūtakenga	3
1.2 Whakapae	3
1.3 Whakakapi upoko	4
UPOKO TUARUA	6
Mātāpuna whakapuakanga.....	6
2.1 Ko tēnei mea te pouaka whakaata	6
2.1.1 Ahurea mātinini o Amerika.....	7
2.1.2 Sesame Street.....	9
2.2 Ko ngā hōtaka taketake a te Māori	12
2.2.1 World Summit on Children and Media	14
2.2.2 Pēhitanga Pāpāho	17
2.3 Whakakapi upoko	18
UPOKO TUATORU.....	19
Whakaata Māori.....	19
3.1 He āwhitu o te Māori.....	19
3.2 Whakaata Māori	22
3.3 Hōtaka tamariki a Whakaata Māori.....	23
3.3.1 Ko ngā hōtaka whakapāoho	24
3.4 Whakakapi upoko	26
UPOKO TUAWHĀ	27
Tukanga.....	27
4.1 Hītari Tohu.....	27
4.2 Uiuinga kanohi ki te kanohi.....	30
4.4 He whaakaaro pakiwaituhi Māori.....	31
4.4.1 Kiriwaituhi	33

4.4.2 Taiao pakiwaituhi.....	34
4.4.3 Whakatakotoranga pakiwaituhi.....	34
4.5 Whakakapi upoko	34
UPOKO TUARIMA.....	35
Huarahi whakatutuki	35
5.1 He karahipi	35
5.2 Uiuinga	36
5.3 Hītari Tohu.....	37
5.4 Ko te whakatinanatanga o te pakiwaituhi	38
5.6 7th World Summit on Media for Children	40
5.7 He mahinga, he kitenga.....	41
5.8 Whakakapi upoko	41
UPOKO TUAONO.....	42
Uiuinga.....	42
6.1 Kāhui uiui.....	43
6.2 Pakiwaituhi tamariki nō tāwāhi.....	47
6.3 Ko te iwi kei tua?	52
6.4 Nāu te pūtea, nāku te pūtea ka ora ai te pakiwaituhi?	53
6.4.1 Rauhi ā-tini	53
6.4.2 He pūtea nō tāwāhi.....	56
6.5 He huinga ringarehe, he huinga reo Māori	58
6.6 Whakakapi upoko	60
UPOKO TUAWHITU	61
Hītari tohu– Tōra Mātātoa	61
7.1 Kāhui kiriwaituhi o Tōra	61
7.2 Taiao pakiwaituhi o Tōra	64
7.3 Whakatakotoranga hōtaka o Tōra	66
7.4 He kura huna	69
7.4.1 Tuakana/teina.....	69
7.4.2 Manaakitanga/whanaungatanga/aroha	71
7.4.3 Ko te reo	72
7.4.4 Hanumitanga	74

7.5 Whakakapi upoko	76
UPOKO TUAWARU	77
He hōtaka nā te Māori, mā te Māori, mō te Māori	77
8.1 Pipi Mā	81
8.2 Kāhui kiriwaituhi.....	83
8.3 Taiao pakiwaituhi.....	91
8.3.1 Te kōhanga reo	91
8.3.2 Te papa tākaro	94
8.3.3 Te akomanga.....	95
8.4 Whakatakotoranga pakiwaituhi.....	97
8.4.1 Wā karakia.....	97
8.4.2 Hoake rā.....	97
8.4.3 Me tūpato e Riha, me whakatonu koe	98
8.4.4 He panga.....	98
8.4.5 Kia hiwa rā, kia huatau rā	99
8.4.6 Pātukituki, tāpatupatu	99
8.4.7 Wā karakia.....	100
8.5 Whakakapi upoko	100
UPOKO TUAIWA.....	101
Whakakapinga	101
9.1 Te pātai matua.....	101
9.2 Ko ngā kōhao	104
9.3 Ko te anga whakamua.....	104
RĀRANGI PUKAPUKA	106
HE ĀPITIHINGA 1: Ko te Manu Taikō	112
HE ĀPITIHINGA 2: Information Sheet	113
HE ĀPITIHINGA 3: Research Consent Form	117
HE ĀPITIHINGA 4: Pepa Whakamārama.....	118
HE ĀPITIHINGA 5: Pepa Whakaae.....	122

Rārangi Ripanga

Ripanga 1: Hōtaka kōhungahunga/tamariki a Whakaata Māori	24
Ripanga 2: Pūtea Tautoko ki ngā Hōtaka Tamariki o Aotearoa 2014	48

Rārangi Waituhinga

Waituhinga 1: Ko ngā Kiriwaituhi o Little Monstar	49
Waituhinga 2: He Wāhanga nō te Pakiwaituhi Little Monstar	50
Waituhinga 3: He Wāhanga nō te Pakiwaituhi Little Monstar	51
Waituhinga 4: He Pakiwaituhi Māori	81
Waituhinga 5: Pipi	83
Waituhinga 6: Riha	85
Waituhinga 7: Tītoki	87
Waituhinga 8: Hura	89
Waituhinga 9: Te Kōhanga Reo	91
Waituhinga 10: Te Papa Tākaro	94
Waituhinga 11: Te Akomanga	95

UPOKO TUATAHI

Huatakinga

Engari anō te heihei rāua ko te ruru i te tangata, kai te mōhio ki ō rāua ao, kai te kōrero tonu hoki i ō rāua reo. Kai te pīkaokao tonu te heihei, kai te koukou tonu te ruru. Waihoki kai te heihei tonu te heihei, kei te ruru tonu te ruru. He pērā anō ētahi atu kararehe. Inā hoki kei te auau tonu te kurī, kai te horuhoru tonu te reo o te poaka. Kāore anō te poaka kia kurī, kāore anō te kurī kia poaka. Tēnā ia ko te Māori, e hika mā e, kua kore e aro (Mātaamua & Tēmara, 2011, p. 40).

I puta mai ēnei kupu a Mātaamua, a Tēmara (2011) hei whakarite i te noho pūmau tonu a te kararehe ki tōna ake reo ki tērā nohoanga rere noa a te Māori ki tōna. Ā kāti, he aha ōna hononga ki tēnei rangahau o ngā pakiwaituhi o Whakaata Māori? Ko te whakarere tonu. Ehara i te mea e mea ana ahau kua whakarere a Whakaata Māori i tōna reo, otirā, ko te whakarere kē i tō te Māori tuakiri, i tā te Māori titiro, i ā te Māori kōrero ake rā roto mai i ngā pakiwaituhi mā te tamariki. Inā tirohia ngā pakiwaituhi tamariki o Whakaata Māori, ko Pippi Longstocking tēnā nō Wīreni e whakatangi mai ana i te reo Māori. Ko Maggie and the Ferocious Beast ēnā nō Kānata e whakatangi mai ana i te reo Māori. Ko Cyberchase tēnā nō Amerika e whakatangi mai ana i te reo Māori. Ko Dora tēnā nō Mehiko e whakatangi mai ana i te reo Māori. Tē kitea i ngā pakiwaituhi rā te kanohi Māori, te tangata Māori, te kararehe Māori rainei¹ e whakaputa ana i tōna ake nā reo Māori! Kei te Māori te Kānata, kei te Māori te Amerika, kei te Māori te Mehikana, erangi kāore anō te Māori kia Māori rā roto mai i ēnei pakiwaituhi. Inā kē noa atu te mahi a te pakiwaituhi nō tāwāhi e

¹ Rainei - rānei. He kupu nō Muriwhenua

whakapāoho atu ana hei mātakinga mā te tamariki i runga i a Whakaata Māori. Nā reira i pēnei ai te whiua o te pātai matua nei,

He aha oti ngā ehunga Māori ka kitea, ka rangona rā roto mai i te pakiwaituhi kōhungahunga, i a Tōra Mātātoa?

E taea ai te urupounamu matua o tēnei rangahau te whakaea, tērā ētahi punua pātai hei whakaarotanga mā tēnei rangahau. He aha oti tēnei mea te ehunga Māori? He aha ngā hua o te pouaka whakaata ki ā tātou tamariki? He aha oti ngā tino tauira o te ao mō ngā hōtaka mā te tamariki? Ko wai a Whakaata Māori, ā, he aha ōna whāinga matua? He aha ngā pakiwaituhi kōhungahunga e whakapāohotia ana i tēnei wā, ā, he aha te take i whiriwhiria ko ērā hei whakapāohotanga? E mātakitaki ana ā tātou tamariki i a rātou anō mā ngā pakiwaituhi nei? Kei te noho mātāmua ko te reo me ōna tikanga i ēnei pakiwaituhi? Kei te noho tuakana mai rainei ko te pūtea? He aha ētahi tauira, ētahi whakaaro hei arumanga mā tātou e puta ai ā tātou ake pakiwaituhi nā te Māori, mā te Māori, mō te Māori.

Ka riro mā aua pātai nā me ōna tini whakaaro hei upoko ki tēnei tuhinga. Ka mutu, kei tēnei Upoko Tuatahi tonu ko te pūtaketanga mai o tēnei rangahau me aku whakapae katoa mō te kaupapa nei. Kei te Upoko Tuarua ngā wewetenga whakapuakanga, otirā, ko te mātāpuna rauemi i tātarhia e hau hei tūāpapa ki tēnei rangahau. Ko te Upoko Tuatoru ko te whakatakotoranga kōrero mō tā tātou teihana, mō Whakaata Māori. Otirā, tōna orokotīmatanga mai, tatū atu rā ki ngā hōtaka e whakapāohotia ana i tēnei wā. Ka whakahuapae au i ngā tukanga ka arumia e whakautu ai i te pātai matua hei te Upoko Tuawhā, ā, kei te Upoko Tuarima ko ngā kōrero mō ngā huarahi i whāia kia tutuki aua tukanga rangahau nā. Ko te Upoko Tuaono ko te whakatīnangatanga o ngā tukanga rangahau, arā ko te wetewete i ngā kōrero i puta i ngā uiuinga. Ko te Upoko Tuawhitu ko ngā hītaringa o te pakiwaituhi, o Tōra Mātātoa. Ka tae ana ki te Upoko Tuawaru, ka whakatakāpau au i ētahi whakaaro, ka whakapuāwai au i

ētahi kōrero hei pakiwaituhi nā te Māori, mā te Māori, mō te Māori. Ka whakatepe ake, ka whakakapi ake tēnei tuhinga, otirā, tēnei rangahau hei te Upoko Tuaiwa. Heoi anō rā, ko tāku i āiane he whāriki i ngā takunetanga i riro ai tēnei hei kaupapa māku. Waihoki rā, he whakatakoto i aku whakapae mō te kaupapa nei.

1.1 Pūtakenga

Ka whānau mai taku tamāhine, ka noho noa ki te kāinga i te nuinga o te wā. Ko te reo Māori te reo anahe e rere ana. Pēnā ka whakakā i te pouaka whakaata, ka whakapāoho noa a Whakaata Māori kia māori ai te reo ki ngā wāhi katoa o tōna nā ao. Heoti rā, tē matatengi, tē mātotoru ngā hōtaka tamariki rā me he “tū pūpū, tū ngaro”² (Mead & Grove, 2001, p. 410). Ko te nuinga o ngā hōtaka tamariki rā, he mea hoko nō tāwāhi kē. Ka mukua te reo ake kia raua atu te reo Māori ki runga e taea ai te kī, he hōtaka tēnei mā te tamaiti reo Māori. I te toronga atu ki te ipurangi o Whakaata Māori i te tau 2013, ka kitea rā, tekau ngā hōtaka tamariki i te pāohongia i taua wā. E rua noa iho o aua hōtaka rā i hangaia i Aotearoa nei, e te Māori mō te Māori. Nō tāwāhi kē te toenga atu (Māori Television, 2013c). I tupu ake ngā whakaaro, ngā pātai i roto i a au. He aha a Whakaata Māori e hoko kē nei i ngā hōtaka tamariki nō tāwāhi? Kei hea ā tātou ake hōtaka tamariki? Kei hea ā tātou ake kōrero? He aha ngā hua e whāngaihia ana ki ā tātou tamariki? Nā ēnei āhuaranga katoa, ka wana ake mai te hiahia kia riro mā tēnei hei kaupapa māku i roto i tēnei tuhinga.

1.2 Whakapae

Ko tāku e whakapae nei, kua noho ko te moni hei atua ki ngā hōtaka tamariki i runga i a Whakaata Māori. E mātakitaki kē ana ā tātou tamariki i ngā tirohanga o Kānata, o Ingarangi me Amerika. Ki ahau nei, mō te utu noa te take. He iti iho nō te hoko i te hanga. Ahakoa tonu, hei tāku me

² He tīpakongia i te pepeha 2576; “tū pūpū tū ngaro; tū kete tū ea...A portion in a little bundle is a portion lost; a portion in a basket is a portion to be repaid” Mead, H. M., & Grove, N. (2001). *Ngā pēpeha a ngā tīpuna*. Wellington, New Zealand: Victoria University Press.

mātua kite te tamaiti i a ia anō i roto i ngā hōtaka ka mātakina e ia. Me kite e ia ngā wheako ake o tōna hapori, o tōna hapū, o tōna iwi kia whakatīna i tana tuakiritanga, kia whakatiti i tana tūranga i roto i tēnei ao. Hore kau he kupu kei tua atu i ēnā o te kaituhi Zanker (1990) hei tautoko i ēnei whakapae āku;

Children carry our local culture into the future and the media are going to be the primary transmitters of culture and information for this teleliterate generation . . .The media maintain, extend and transmit culture for our children, and children need to grow up seeing themselves and their experiences of their society in terms they understand . . .The role of the media is already recognised as being central to the preservation of Te Reo and Tikanga Māori for the next generation. Children are seen as the key to that renaissance . . .If localism [tirohanga Māori] is precious for our children, we need to explore ways of preventing it from being squeezed out of our media diet by cheap global products, no matter how pro-social they may be (pp. 73-74).

Ki tōku nei whakapono, he maha kē atu ngā hua o te whakapau pūtea ki te hanga i ā tātou ake hōtaka tamariki, e whakanuia ana ā tātou ake tikanga, ā tātou ake kōrero. Mā te rangahau nei ka kite āe rainei e tika ana tēnei whakapono ōku, kāo rainei.

1.3 Whakakapi upoko

Kua whakatakotohia ko te pātai matua hei whakautu mā tēnei rangahau. Kua whakatakapauhia te pūtaketanga i hua mai ai tēnei kaupapa. Kua mārama katoa ki tāku e whakapae nei, ka mutu, ka hoake tātou ki te whakatinana i aua whakapae āku.

UPOKO TUARUA

Mātāpuna Whakapuakanga

Ko te tikanga o tēnei wāhanga, ko te kimi i ngā rangahau me ngā kōrero kua tāngia mō tēnei kaupapa. He aha ngā rangahau kua whakaputaina e tautoko ana i taku whakapae. He aha ngā rangahau kua whakaputaina e whakahē ana i taku whakapae. He aha nōki³ ngā rangahau whānui tonu e whakaputaina ana mō ngā hōtaka tamariki o te pouaka whakata, otirā, ngā hōtaka e hāngai pū ana ki ngā iwi taketake o te ao. Ki konei tātou āta ruku ki ngā rangahau a tēnā, a tēnā kia whai tūāpapa ai tēnei tuhinga. E rua ngā pekanga o tēnei wāhanga. Ka kōrerohia tēnei mea te pouaka whakaata ka tahi. Ka rua, ko ngā hōtaka taketake, ko ngā hōtaka tuatahi a te Māori.

2.1 Ko tēnei mea te pouaka whakaata

He tohe tā tēnā, he nawe tā tēnā, he whakapae tā tēnā, he whakamiha tā tēnā mō te mātakitaki a te tamariki i te pouaka whakaata. He aha oti ngā kino o te pouaka whakaata mō te tamariki, inā rā he kino? He aha rainei ngā pai o te pouaka whakaata mō te tamariki inā rā he pai? Mōku ake, e kore e whakatau tēnei taupatupatu, he matatini nōna, ā, he tika ā whakaae, he tika ā whakahē. E hia kē nei ngā kōrero kua puta mō ngā pai me ngā kino o te pouaka whakaata mō te tamariki. Heoi anō rā, ka tiro noa tātou ki ētahi punua kōrero e hakehakeā⁴ ana ki tēnei mātāpuna whakapuakanga, otirā ki tēnei rangahau e whai kiko ai taku whakapae, e whai utu ai taku pātai.

³ Nōki - anō hoki. He kupu nō Muriwhenua

⁴ Hakehakeā - anganui

2.1.1 Ahurea mātinitini o Amerika

Ka kōrero ana te tangata mō te pouaka whakaata, kāore e kore ko te whakaaro ka whai pīhau i ēnā kōrero, ko Amerika. I hou atu te rongō o te pouaka whakaata i Aotearoa nei i ngā tau o te ono tekau. He aru i te tauira o te ao pāpāho i Ingarangi, arā ko te BBC⁵. Haere nā te wā, ka pūrena⁶ katoa ngā hāora pāpāho ki ngā hōtaka nō Amerika (Lealand, 1988). Hei tā Lealand (1988) ko te nuinga o ngā hōtaka ka mātakina e te ao, he mea hanga i Amerika. He paku nō te utu te takune. Heoti, inā whāitihia te tirohanga ki ngā hōtaka mā te tamariki, otirā mā te kōhungahunga i Aotearoa nei, e pēnei tonu ana. “Television schedules in New Zealand have long been dominated by imported programming, with local programming traditionally contributing to little more than one-quarter to one-third of total programming” (Lealand, 1995, p. 65). Nā konei tātou e tūhaha⁷ nā te aha i pēnei ai, he aha i kaha whāwhā ai ki ngā hōtaka o Amerika, ā, he aha rā ngā pai me ngā kino o tēnei ahurea.

Ka tīmata pea ki tēnei mea te ahurea mātinitini⁸ o Amerika. Ko te ahurea mātinitini ko ngā momo awe, ko ngā tū whakawai o Amerika kua kaha rangiwhāwhā te puta ki te ao. E ai ki a Lealand (1988),

American popular culture has been with us for a long, long time. The majority of feature films screened in New Zealand, the largest number of imported television programmes, much of our popular music, the new styles of fast food, clothing styles and ‘lifestyles’, unfamiliar sports, private and public architecture, idioms and slang – have all flowed from the United States to our shores (p. 17).

⁵ British Broadcasting Corporation

⁶ Pūrena - kiki

⁷ Tūhaha - kimi

⁸ Ahurea mātinitini – Popular culture

Nō reira ko te ahurea mātinitini ko ngā momo whakawai e aronuitia ana, e kitea rawakahia⁹ ana, e rangona whānuitia ana e te tini me te mano. Ko te nuinga o ngā hōtaka mā te tamariki ka whakapāohongia e Whakaata Māori, he hōtaka e noho ana i raro i te maru o tēnei mea te ahurea mātinitini.

Hei whakarāpopoto i ngā whakakāhore i te ahurea nei o Amerika, meanei ngā tino nawe i puta i ngā whakapuakanga e whakahē ana i tēnei mea te ahurea mātinitini. He taikaha, he tūkino; horekau he kiko, horekau he akoranga pai; ko te whakakata me te whakangahau noa ngā whāinga matua; ka pongipongi¹⁰, ka pōrori¹¹ te tamaiti; ka poto noa te whakamaunga o tō te tamaiti kanohi (Fisch, 2004; Mander, 1978; Medved, 1992; Morrow, 2006). Ko Medved (1992) tētahi o ngā kaituhi, kāore i te paku rata ki te pouaka whakaata me tēnei ahurea mātinitini o Amerika,

As a nation, we no longer believe that popular culture enriches our lives. Few of us view the show business as a magical source of uplifting entertainment, romantic inspiration, or even harmless fun. Instead, tens of millions of Americans now see the entertainment industry as an all-powerful enemy, an alien force that assaults our most cherished values and corrupts our children (p. 3).

He hoariri mārika a Medved, ā, kāhore au e tino whakaae ana ki āna kōrero katoa. Ka mahara ki ētahi tauira e tautoko ana i ēnā kupu o te kaituhi rā e pēnā ai ōna whakaaro, erangi, kāore e kitea nuitia ana te tūkino, te taikaha, te whakapōrori rainei rā roto mai i ngā hōtaka ka kōrerohia e tēnei rangahau. He whānui te titiro o ngā kaituhi e whakahē ana i te pouaka whakaata me te ahurea mātinitini. Ka whakatakotohia e rātou ngā mate katoa o ngā hōtaka katoa o te ahurea mātinitini mai i ngā tamariki ki ngā

⁹ Rawaka(hia) - huhua

¹⁰ Pongipongi - Kāore e kakama te hinengaro, kāore e mātau

¹¹ Pōrori - Kāore e kakama te hinengaro, kāore e mātau

taiohi tae atu ra ki ngā kaumātua. Heoi anō rā, ko tā tātou he tiro noa ki ngā hōtaka mā te kōhungahunga.

2.1.2 Sesame Street

E whakaae katoa ana ahau ki tā Fisch (2004),

If we believe that children can learn negative lessons from television, then it stands to reason that they can learn positive lessons, too. The same medium that leads children to learn product information from a commercial should also be able to help them learn science concepts from an educational program. And the same medium that influences children to act aggressively after exposure to violent programming should also be able to influence them toward cooperative behavior after watching prosocial programming (p. 3).

Horekau pea he tauira kei tua atu i tēnā o Sesame Street hei tautoko i ēnā whakapae a Fisch. I tīmatahia a Sesame Street hei kaupapa rangahau i te tau 1968 (Lesser, 1974). Ko Joan Ganz Cooney te ringa whiti i whakarewa i tēnei kaupapa mā te kamupene Children's Television Workshop i Niu Ioka (Dunn, 1977; Home, 1993; Lesser, 1974). He kitenga nōna i te koretake o ngā hōtaka tamariki i aua wā rā. E ai ki a Home (1993), i whakatūngia a Children's Television Workshop mō ngā tamariki e noho pōhara ana i roto i ngā tāone. Me kī rā ngā tamariki kāhore e haere ana ki ngā wāhi ako mā te kōhungahunga i mua i te taetanga atu ki te kura. He kore moni nō ngā mātua. Ka mutu, i toko ake te huatau i roto i a Cooney kia hangaia ai tētahi hōtaka hei whakaako i aua tamariki rā. Heoti rā, hei whakaako i te tamaiti e noho rawakore ana ki te kāinga. Ko te tino hiahia o Cooney mā, ko te whakaako i te tamaiti ki ngā pūkenga reo, ki ngā pūkenga pāngarau me ngā tikanga ā-iwi.

Ko Sesame Street te tauira tuatahi i whakarite ai i tētahi hōtaka pēnei i ngā whakatairanga ka kitea i ngā paramanawa (Home, 1993). He whakaaro tō Cooney, ka whakamau roatia te aro o te tamaiti inā poto noa iho i ia wāhanga o te hōtaka pērā i ngā whakatairanga. “It used the quick-cutting, attention-grabbing style of commercials and used advertising techniques to help children learn letters and numbers” (Home, 1993, p. 42). Tērā ētahi whakatakē, ētahi whakaparahako, ka whakahēngia tēnei āhuaranga o te hōtaka nei. Ko te whakapono o te nuinga, tē taea e te tamaiti te aro roa atu ki tētahi mahi (pērā i ngā mahi o te kura), nā te mea, kua waia kē te hinengaro ki te wawe me te kakama o te whakaako a Sesame Street (Davies, 2010; Fisch, 2004; Mander, 1978; Medved, 1992; Morrow, 2006). Heoi anō mā te aha i tēnei momo whakaako mā te pouaka whakaata. Mei kore ko Cooney mā, kua hore rawa pea ngā tamariki pōhara o Amerika e whai akoranga kia tae rā anō ki te kura tuatahi.

I kitea e Cooney mā, ka whakamahia te pouaka whakaata hei whakaako i ngā tamariki ki ngā momo pūkenga e tika ana mā te tamaiti, ka tahi. Ka rua, mā te pouaka whakaata ka haere te tamaiti, ā-hōtaka nei, ki wīwī ki wāwā. Me kī rā, ki ngā wāhi me uaua kē ka toroa e tēnei momo tamaiti. Meanei ētahi kōrero a Lesser (1974) mō tēnei huanga o te pouaka whakaata;

In addition to showing a variety of people and behaviours, television has another inherent property that deserves experimentation: its remarkable ability to transport, to take children to events, places and experiences that they have never seen before and are unlikely ever to have the opportunity to see in person. Young children, especially those confined to inner-cities, necessarily move within a very narrow neighborhood. Television can and should take them beyond these boundaries (p. 26).

Me matapopore¹² tātou ki tēnei whakapae a Cooney mā. He aha rā ia te hononga ki a tāua te Māori? Ko ngā ahi teretere¹³, ko ngā ahi mātao¹⁴ e pungarehu ana i waho atu o ngā ahikā roa o tēnā iwi, o tēnā iwi, o tēnā iwi. Otirā, ko te tini ngerongerero e noho tāone ana, ko te mano huhua me uaua kē ka hoki ki ō rātou papa kāinga. Nō te tīmatatanga o te rautau rua tekau, he āhua 16.5% noa te hunga Māori e noho ana i ngā tāone (Statistics New Zealand, 2009). Heoi anō kia tae rā anō ki te mutunga o taua rautau nā, ko te nuinga o te iwi Māori kei rō tāone kē. Hei tā te Kautetanga 2001, ko tōna 80% te hunga Māori e noho ana ki ngā tāone. E ai ki a Meredith (2012),

...the demands of city life and the pressures of conforming to Pākehā made it difficult for many to maintain that relationship over long distances...Others had firmly planted their roots in the city and were less disposed to keep up that contact...The connection was even more tenuous for countless offspring of the migrants who were far removed from and thus out of touch with the tribal origins of their parents and grandparents. In the city they were separated from their marae and all the traditions that constituted their tribal identity.

Ā kāti, ko te whakaaro ia ka toko ake, ko te whakatō anō i ētahi tikanga Māori ki te tamaiti mā te pouaka whakaata. Otirā, ka whakahokia ngā āhuaranga o te marae, o te pā, me kī rā, ngā āhuaranga o te Māori ki roto i ngā kāinga kāhore nei e hoki ana. Mā ā tātou hōtaka ake ngā ahi mātao e tutungi anō kia teretere mai te mura. Kei wareware tātou te iwi e whakawhiti ana i te moana ki Ahitereiria. Tēnā pea, ā tōna wā ka nui te hiahia o te Māori i reira ki ētahi pakiwaituhi Māori kia kitea e ā rātou tamariki tō rātou Māoritanga i whakarērea mai ai i Aotearoa nei.

¹² Matapopore - mataara

¹³ Ahi teretere - Ko ngā uri me uaua kē ka hoki ki ō rātou iwi/hapū/rohe/kāinga

¹⁴ Ahi Mātao - Ko ngā uri kua hore nei e hoki ki ō rātou iwi/hapū/rohe/kāinga

He toki whakaawe a Sesame Street ki ngā hōtaka tamariki huri noa i te ao. Ko te pai o tēnei hōtaka, ehara kau i te hōtaka hei whakakata, hei whakarata, hei whakangahau noa i te tamaiti. Erangi he hōtaka whakaako, whakarangatira, whakarite tamariki hei painga mō te iwi tonu. Mōku ake, pukahu¹⁵ kē ana ngā momo tauira, ngā tū āhua hei kaponga mā tātou te iwi Māori mai i tēnei hōtaka a Sesame Street. Hei aha? Hei āwhina i te hanganga o ā tātou ake hōtaka tamariki e whakaako ana, e whakatairanga ana i te reo Māori me ōna tikanga.

2.2 Ko ngā hōtaka taketake a te Māori

Ka whāitihia te titiro ki ngā kōrero kua whakaputaina mō ngā hōtaka tamariki ki roto i tōna anō reo, i tōna anō ahurea me tōna anō taiao. Nō mua noa atu te putanga o ngā rangahau, o ngā rīpoata e tautoko ana i te hiahia, kia whakamanahia ai tētahi teihana motuhake mā te iwi Māori. Otirā, he teihana e whakapāohongia ana ngā hōtaka e pā ana ki te Māori. Ki te hoki tātou ki te wāhanga 1.2 o tēnei tuhinga, tērā ngā kupu a Zanker (1990) e mea ana, mā ngā tamariki tonu, mā ngā reanga o anamata tonu tō rātou nā ahurea e kawē ā muri ake nei. Ka mutu, me mātua kite te tamaiti i a ia anō rā roto mai i ngā hōtaka ka mātakina e ia. E hāngai mārika ana tēnei whakapae āna ki tāku o tēnei rangahau. Pēnā rā ko te tirohanga Māori te pae tawhiti e whāia ana e te iwi Māori, me mātua whakaaro tātou ki ētahi waonga¹⁶ hei kaupare atu i te tōpunitanga¹⁷ ki ngā hōtaka arumoni¹⁸, ki ngā hōtaka utu nonohi, ahakoa tonu te rongonui whānuitia (Zanker, 1990).

Ka tautoko mārika a Pīhama (n.d.) i ēnā whakapae a Zanker i tana rīpoata Maori television: Literature review. Hei tāna, “The ways in which children

¹⁵ Pukahu - huhua

¹⁶ Waonga - kaupare

¹⁷ Tōpuni - e kapi katoa ana

¹⁸ Arumoni - commercial

read television and how the [sic] locate themselves is an important aspect that requires consideration” (Pihama, n.d., p. 22). He whakaawe, he tauira te pouaka whakaata e whakairo ana i ngā āhuaranga o te tamaiti, otirā o te iwi. E ai ki a Davies (2010), “Most of the obstacles to achieving the healthy rearing of children are not medical, nor even personal. . . but political and cultural” (p. 32). Ka mutu, ki te kore tātou e āta whakaaro ake, e āta whakarite ake i tētahi pakiwaituhi mā te tamaiti Māori, e hāngai pū ana ki tōna anō ao, e hoa mā, i ā tātou nei hoki! Ki te kore tātou, ka whai kiko tonu ai ngā kupu a Pihama i puta ai i ngā tau o te iwa tekau, “The struggle for investment into children’s programming is increased for Māori people who wish to access children’s programmes through the medium of Te Reo Māori and which affirms Tikanga Māori [sic]” (Pihama, n.d., p. 24).

Hei tā te Australian Council for Educational Research (2010) me mātua rongo te tamaiti i te mana o tōna tuakiri ake kia tū whakahīhi i tōna anō ao. He kaupapa nui tēnei ka kaha kitea i ngā rīpoata maha puta noa i te ao. E ai ki te rīpoata nā te Australian Council for Educational Research (2010), “The primary motivation. . . to establish Indigenous television networks is the strong desire to preserve and celebrate linguistic and cultural traditions and to provide positive representations of Indigenous people as a counterbalance to mainstream media representations” (p. 16). Nā runga anō i ngā āhua o ngā pakiwaituhi e whakaputaina ana e Whakaata Māori, kāhore e whakatutuki ana i tēnei. Kāhore i te paku whārite nei ngā hōtaka nā tātou anō ki ērā nā iwi kē.

Nō te tau 2006 i rūmenetia ētahi tāngata i Ingarangi mō ngā hōtaka tamariki te take. He kāpuinga mātua, he ikapahinga kaihautū hōtaka, he whāitinga mātanga, otirā, he rūpekenga ringa whiti. Ko tā rātou nā tohe he whakahē i te kitenga hore o ngā hōtaka mā te tamariki i hangaia ai mō te iwi rā (Davies, 2010). “Save Kids’ TV was a coalition of parents, producers, artists, educators and others passionate about screen-based media used by children in the UK, and concerned for its future in the face

of intense financial pressures” (Save Kids' TV, 2014). Nā te whakamahiti korou o te rōpū nei i te tau 2006, i whakarewahia ai e Ofcom¹⁹ he rīpoata e āta mātaitia ana ngā tamariki o Ingarangi me ngā hōtaka o te pouaka whakaata ka mātakina e rātou. E ai ki te rīpoata rā, 1% noa iho ngā hōtaka mā te tamariki i Ingarangi, i hangaia ai e rātou mō rātou. Hei tā Save Kids' TV (2014),

The rest was a diet of imports and repeats. . . . Our children need and deserve a media diet as rich and stimulating as previous generations enjoyed – and they should be able to see content which reflects their everyday lives and the culture of the country they live in. Children need to hear their own voices, experience their own stories and see the places they live in, if they are to become rounded, engaged citizens.

He tohe nui tēnei o te ao whānui tonu. Ahakoa te iwi, ahakoa te whenua, he popore nō te mahi a te tangata kia kite rātou i a rātou anō i kaha rangona ai tēnei taupatunga.

2.2.1 World Summit on Children and Media

Nō te tau 1995 i tū ai te hui tuatahi e kīia nei ko World Summit on Children and Media i Marepana, Ahitereiria (Davies, 2010). Nā Tākuta Patricia Edgar tēnei kaupapa i whakamāpuna kia wānangahia e te ao whārarahi tonu ngā huarahi e whakangungu ai te kounga o ngā hōtaka mā te tamariki (The World Summit on Media For Children Foundation, n.d.). Ko te tino hua i puta i tēnei huinga, ko te mahere rautaki i whakaritea i reira. He

¹⁹ Ofcom - Independent regulator and competition authority for the UK communications industries.

mahere rautaki ka whāia tonutia i tēnei rā. Kei raro iho nei te rautaki nā, ā, ka kitea rā e whā, e rima pea ngā tohutohu o roto e hāngai mārika ana ki tēnei rangahau;

The Children's Television Charter

Children should have programmes of high quality which are made specifically for them, and which do not exploit them. These programmes, in addition to entertaining, should allow children to develop physically, mentally and socially to their fullest potential.

Children should hear, see and express themselves, their culture, their languages and life experiences, through television programmes which affirm their sense of self, community and place.

Children's programmes should promote an awareness and appreciation of other cultures in parallel with the child's own cultural background.

Children's programmes should be wide-ranging in genre and content, but should not include gratuitous scenes of violence and sex.

Children's programmes should be aired in regular slots at times when children are available to view, and/or distributed via other widely accessible media or technologies.

Sufficient funds must be made available to make these programmes to the highest possible standards.

Governments, production, distribution and funding organizations should recognize both the importance and vulnerability of indigenous children's television, and take steps to support and protect it (Davies, 2010, p. 56).

Ko te tuatahi me te tuarua ngā tohutohu o te rautaki nei e anga nui ana ki tāku o tēnei rangahau. I tautoko te nuinga o ngā tāngata i tae atu ki te World Summit for Children and Media ki ēnei tikanga. Heoi anō, tērā tonu tētahi tokoiti rawa²⁰ i whakaae kia whāiti noa te rautaki nei ki ngā tautoko o ngā hōtaka ā-iwi. Mō te pūtea te take.

. . .many delegates. . . expressed a growing concern that television which is produced for a local audience and is not intended for export will not survive in a future dominated by global television and the world trade in audio-visual media (Australian Children's Television Foundation, 1995, p. 14).

Āe e whakaae katoa ana ahau ki tērā. Ehara i te mea e meinga ana ahau me whakapāoho noa i ngā hōtaka nō konei, e kāo, tē ora! Ko tāku kē, he whakapae me whārite te putanga o ngā hōtaka nō iwi kē ki ngā hōtaka nō konei. Kia kaua mārika e rahi ake te kitenga o ngā mea nā iwi kē i ērā nā tātou anō. Koia nei mārika ngā take e whakapae ana ahau, kua riro kē mā te moni e noho hei atua ki te ao pāpāho mā te tamariki i Aotearoa nei. Kei wareware tātou, mai rā anō tēnei āhua, ā, ehara nō te ao pāpāho Māori anahe. Heoi anō rā, meanei ngā kupu i whakatakotohia i te wāhanga 8.1 o te Ture i whakamanahia ai te teihana a Whakaata Māori tekau tau ki muri ("Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, N.Z.," 2003),

The principal function of Māori Television is to promote te reo and tikanga Māori through the provision of a high quality, cost effective Māori service . . . that informs, educates and entertains. . . and, in doing so, enriches

²⁰ Rawa - Kāhore. He kupu nō Muriwhenua

New Zealand's society, culture and heritage (Māori Television, 2013a, p. 5).

Ka pānui ana i tēnā kōrero, ko ngā pātai ka rere, pēnā rā ko te tirohanga Māori tētahi tino kaupapa me mātua kite i runga i a Whakaata Māori, he aha i kore ai e kitea mahatia rā roto mai i ngā pakiwaituhi mā te tamariki? Pēnā ko tētahi whāinga matua kia rongo te tamaiti i tōna tuakiritanga, he aha e kaha whakamāoritia nei ngā hōtaka nō tāwāhi kē, nā iwi kē?

2.2.2 Pēhitanga Pāpāho

Ehara i te mea me tohunga rawa te tangata e mōhio ai ko tētahi take nui e mate nei tātou te iwi Māori ki te hanga i ā tātou ake pakiwaituhi, ko te moroiti o te pūtea. Koinā te mate nui o ngā teihana taketake puta noa i te ao. Hei tā Davies (2010), “. . . it is much cheaper to buy imported, mainly American programmes than it is for less affluent countries than the US to make their own” (p. 150). Koinei nōki ngā kōrero i puta i tā te Australian Children's Television Foundation (1995) rīpoata. Erangi ko tētahi atu mate i whakanuia ai e te rīpoata nā, ko te whakatau, kua riro mā Amerika te nuinga o ngā pakiwaituhi o te ao e tohatoha, e aweawe. He pakupaku nō te utu. Ka mutu, nōna te mana nui i te ao pāpāho. Me uaua ka kore e kitea he pakiwaituhi nā te ringa Amerikana i hanga ki tēnā pito, ki tēnā pito o te ao. Ko ngā hōtaka ake nō tēnā iwi, nō tēnā iwi, he mōunu e tautau noa ana kia kainga e te mangō horomiti nei, e Amerika.

. . . it is possible for broadcasters to acquire material from the US very cheaply – particularly animated programs, which are much easier to dub into another language. Such material competes for air time with locally produced programs, which costs much more to produce than it costs to buy in US programming; and for this reason, local programming is particularly vulnerable. In many

cases this has led to the criticism of the US and claims of 'media imperialism' (Australian Children's Television Foundation, 1995, p. 15).

Ka mutu, ko te 'media imperialism', ko ngā pēhitanga o te matua ki te tokoiti i te ao pāpāho. Ki tā Lealand (1988), he mea whānau mai te 'media imperialism' e te 'cultural imperialism'.

. . . cultural imperialism has come to mean a process of international trade and cultural interaction that is a one-way street. It has also come to mean something more specific. 'Cultural' means culture as disseminated through modern electronic media (most especially television) and 'imperialism' means the colonisation of lesser nations by one major perpetrator (the United States) (p. 20).

Mēnā ko te moni anahe te take kāhore e kitea nuitia ana he hōtaka tamariki kua hangaia e te Māori, mō te Māori e pā ana ki te Māori, ka rukea tēnei pātai a Zanker (1990), "Do we wish to afford our own identity?" (p. 75).

2.3 Whakakapi upoko

Kua whai tūāpapa tēnei rangahau, otirā, tēnei tuhinga i tēnei wāhanga. Kua kitea e tātou ko te whakapapa whānui o te pouaka whakaata i te ao whānui tonu. Kua kitea ko ngā tohe me ngā taupatupatu mō ngā hōtaka tamariki i te ao whānui tonu. Kua whakawhāitihia ērā kimihanga ki ō tātou ake whakapapa ki te pouaka whakaata. Otirā, kua mārama ki te take o tēnei rangahau i Aotearoa nei, heoi anō, i te ao whānui tonu.

UPOKO TUATORU

Whakaata Māori

Ko wai ia a Whakaata Māori? Ki konei tātou hoki whakamuri ki tana orokohanganga, arā, ko āwhitu ka poua, ko kunenga ka punua, ko whanake ka hōkai raurunui ²¹, ko whererei ²² ka hua, otirā ko te whakatinanatanga mai o te teihana nei. Kia mātau mārika tātou katoa ki te whakakikokiko o te teihana a Whakaata Māori, me tiro whakamuri ki ngā tau i mua mai i te whakamāpunatanga. Ka mutu, ka tīmata tēnei wāhanga ki ngā āhuaranga o te ao pāpāho Māori i ngā tau o te ono tekau tae noa mai ki mohoa noa nei. Kia mārāma pai tātou ki te hītori o te ao pāpāho o te Māori me te teihana a Whakaata Māori, ka tahuri ki ngā hōtaka mā te kōhungahunga. Ka paku kōrerohia ngā pakiwaituhi e whakapāoho ana i tēnei wā i runga i a Whakaata Māori, ā, hei reira rā whakawhāitihia ai te titiro ki tētahi hōtaka e mōhio rongonuihia ana, ko Dora the Explorer.

3.1 He āwhitu o te Māori

Whakaarohia te manene kua kore ōna mōhioranga ki tēnei whenua, ki Aotearoa. Inā tae mai taua tangata i ngā tau o te ono tekau, ā, ko te pouaka whakaata noa tāna i whakamahi ai hei akoranga māna ki ngā kōrero o tēnei whenua, ka kore rawa a ia e mōhio, he iwi anō, atu i te Pākehā e noho ana ki konei. He kore kitenga, he kore rongonga nōna i ngā tikanga Māori, i te reo Māori i runga i te pouaka whakaata. E ai ki a Winitana (2011), ko te kupu 'Māori' anahe te kupu reo Māori ka rangona i taua wā rā. Tae rawa mai ki ngā tau o te waru tekau, ko te whakapāohotanga tērā o 'Koha' i te tau 1980. Tōna hāwhe hāora te roa i ia wiki. Hei tā NZ on Screen (2014), he hōtaka tēnei i hangaia ai hei

²¹Hōkai Raurunui – Ka kitea ēnei kupu i te oriori mō Tūteremoana, nā Tuhotoariki. Ko te hōkai raurunui ko te korikori o te punua kei rō kōpū. He tohu e tupu mai ana he tamaiti ora, he tamaiti pakari. Tu-Hoto-Ariki. (2006). He oriori mo Tuteremoana. In A. Ngata (Ed.), *Ngā mōteatea: He maramara rere nō ngā waka maha, he mea kohikohi* (Vol. 3). Auckland, New Zealand: Auckland University Press.

²²Whererei - whānau

tirohanga mā te Pākehā ki te ao Māori. I riro mā te reo Pākehā tonu tēnei hōtaka e kawē, heoi anō rā, ko ngā kaupapa kōrero o roto e hāngai pū tonu ana ki te iwi Māori. Koia nei te hōtaka Māori tuatahi i whakapāohongia ai i runga i a TV1. Ka whai mai ko 'Te Karere' i te tau 1983, tōna whā meneti noa iho te roa i ia rangi (Winitana, 2011). E kī rā, kei te whakapāoho tonu a Te Karere i tēnei wā tonu, erangi kua hāwhe hāora kē te roanga atu. Ko te matū o Te Karere, he rīpoata otirā he pūrongo mō ngā take Māori o te wā.

Ka tae ki ngā tau o te iwa tekau, kua 1% noa ngā kaupapa me ngā hōtaka Māori i runga pouaka whakaata. Ka riro noa i te Māori 14.4% o te rahinga pūtea o te Public Broadcasting Fee (Fox, 1990). E hoa mā, nō te Pākehā e kai kōura ana, ko te Māori tērā e kai rīwai noa ana. E hia kē ngā tau o tā te Māori tohe kia rangona nuitia, kia kitea mahangia ko te reo Māori me ōna tikanga i runga i te pouaka whakaata. Nō te tīmatatanga o ngā tau o te iwa tekau, he mea tohutohu te Kāwanatanga e te Privy Council kia tautokona te iwi ki te whakatū teihana motuhake māna. He here nō te Tiriti o Waitangi kia whakatinanahia te oati o te Wāhanga Tuarua ki te tiaki i ngā taonga a te Māori. Ko te otinga atu, ko te whakakikonga o te teihana, o Aotearoa Television Network ("ATN") i te tau 1996 (Burns, 1997). He teihana nā te Māori, e pā ana ki te Māori, mō Aotearoa whānui tonu. I tōna tīmatatanga, ka whakapāohongia noatia ki ētahi whare i Tāmaki Makaurau, tē torongia ki waho atu (Rangiaho, 2011).

Ko ATN te hua o te hunga i whakapau kaha ki te whawhai atu kia whai mana ai tātou te iwi Māori i roto i te ao pāpāho. Heoi anō rā, tōna oranga tekau mā rua marama noa te roa! E ai ki a Rangiaho (2011) he maha ngā take, rawa a ATN i whakakōhungahunga mai i tōna pēpitanga. Ko tētahi, ko te āhua o te whakapau moni, rawa i tika. Ka mate hoki a ATN ki te rapu pūtea, he kore moni nō Te Māngai Pāho, he paku tautoko nō te Kāwana. Ko Burns (1997) nōki tērā e tautoko ana i tēnei whakapae a Rangiaho mō

te korenga o te taunaki, mō te korenga o te pūtea. Nō ngā marama tuatahi o te tau 1997, i whakakorengia a ATN e te Kāwana kia mate noa.

Nā konā i tū ai he hui i Tāmaki, i Pōneke, i Rotorua me Ōtautahi i te tau 1997, kia wānangahia te huarahi e tika ana mō te iwi Māori i te ao pāpāho (Ministry of Commerce, 1997a). Ko ngā pātai i āta matapakihia i aua hui rā, ko ēnei nā;

1. Should the Government be promoting te reo Maori through broadcasting?
2. In promoting the Maori language through broadcasting, how much emphasis should be given to television and how much to radio?
3. Should Maori language programmes be shown on a separate television channel or through mainstream commercial networks or a combination of the two? If a combination of the two, what should be the relative emphasis?
4. If Maori language television programmes are shown on a separate television channel, should such a channel be owned by Maori, by the Government or by Maori and the Government?
5. Is it appropriate to develop Maori television services on a nationwide basis?
6. Should the Government purchase Maori television services through Te Mangai Paho, NZ on Air, a combination of both as at present, or some other way? (Ministry of Commerce, 1997a, p. 16).

Tērā ētahi atu rīpoata, me ētahi atu tatauranga i hau atu ki te tī ki te tā hei tautoko i ngā hiahia o te iwi kia whakatūngia tētahi teihana motuhake nā te Māori, mā te Māori, mō te Māori. I te mutunga iho, he rite tonu te

putanga mai o te popore²³ huri noa i te motu, Māori mai, Pākehā mai, tauīwi mai, kia tukuna te reo Māori me ōna tikanga ki tētahi teihana motuhake (Ministry of Commerce, 1997b). Nō te 07 o Paengawhāwhā 2003, i whakamanahia te ture Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003 hei wāhi ake i te huarahi o te whakatū teihana motuhake mā te Māori.

3.2 Whakaata Māori

Nō te 28 o Poutūterangi i te tau 2004, ka whakaora anō he teihana motuhake a te Māori, arā, ko Whakaata Māori tērā (Māori Television, 2004b). Ka whai hā anō te iwi Māori i te whakamānutanga o tēnei waka, ko te reo Māori me ōna tikanga te pītau whakarei hei aratakinga. Ko ngā kupu tāhuhu o te teihana nei ko ēnei nā, “mā rātou, mā mātou, mā koutou, mā tātou” (Māori Television, 2004b). Ka kapi katoa ngā kupu nei i te whāinga matua o Whakaata Māori. Ko te whakatō mai i te aro o te minenga whānui tonu ki ngā hōtaka ka hangaia e te tirohanga Māori. Māori mai, Pākehā mai, Iniana mai, Āhia mai, kaumātua mai, mokopuna mai. Ka whakapāohongia mā ngā reo e rua, erangi ko te reo Māori tonu te kawenga i te nuinga. Heoi anō, tērā tētahi hunga i minaka tonu ai kia reo Māori anahe te kawenga o Whakaata Māori (Parr, 2011).

E ai ki te kaituhi nei a Parr (2011), ka timotimo tonutia a Whakaata Māori e te mānihi kaiota²⁴ i ngaungauhia a ATN i ngā tau o te iwa tekau. Me kī, ko ngā whakaiti tēnā a te Kāwana me te ao pāpāho e mea ana, ka mate rā anō a Whakaata Māori pērā ki tōna tupuna a ATN. I āiane, ka waiho mā te whakamā hei patu i aua anuhe tōwenewene. Kua whai tāmore ki runga, kua whai tāmore ki raro a Whakaata Māori. Kua roa atu te tupunga i te tekau mā rua marama, ā, kua rau i runga, kua rau i raro. Ka whakamiha rā ngā kirikawa i whātoro ki te taiaha kia ora ai tō tātou nei reo me ōna

²³ Popore - kōingo.

²⁴ Mānihi kaiota - Ko ngā ngārara ka whakararu i te tupu, ka kaingia ōna rau, ka kaingia ōna kautawa.

tikanga i roto i te ao pāpāho ki tōna tuangahurutanga i te tau tonu o tēnei rangahau.

“Māori Television...joins the New Zealand television landscape to offer the people of this country programmes and stories about themselves and their unique place in the world” (Māori Television, 2004a, p. 4). Koia nei ngā kupu o te heamana tuatahi o Whakaata Māori, a Wayne Walden i puta mai i te Pūrongo ā-tau 2004. E ai ki te Walden rā, koia rā mārika tētahi pou matua e whakatūhia ana te whare o Whakaata Māori. Otirā, ko te whakapāoho atu i ngā kōrero me ngā tikanga ake o tēnei whenua. Ki konei tātou tahuri atu ki ngā hōtaka tamariki o Whakaata Māori kia kitea mehemea e tū tonu ana tēnei pou o tōna nā whare.

3.3 Hōtaka tamariki a Whakaata Māori

Kua whakatakotohia ngā kōrero mō te ao pāpāho Māori mai mai mai ā mohoa noa nei. Kua kite nōki i ōna piki, i ōna heke. I tēnei wāhanga, ka whakawhāitihia te titiro ki ngā hōtaka tamariki e whakapāohongia ana i tēnei wā. Ka āta titiro ki ngā momo hōtaka tamariki ki runga i a Whakaata Māori. Nō hea aua hōtaka rā, nā wai i hanga, mā wai? Koia nei te wāhanga ka tīmata ki te whakamātau, ki te whakautu i te pātai matua o tēnei tuhinga,

He aha oti ngā ehunga Māori ka kitea, ka rangona rā roto mai i te pakiwaituhi kōhungahunga, i a Tōra Mātātoa?

3.3.1 Ko ngā hōtaka whakapāoho

Nō te tīmatatanga o tēnei rangahau i te tau 2014, ka toro atu au ki te ipurangi o Whakaata Māori, ka kitea rā, tekau ngā hōtaka kōhungahunga/tamariki i te pāohongia i taua wā. E rua noa iho o aua hōtaka rā i hangaia ai i Aotearoa nei, nā te Māori, mā te Māori, mō te Māori. Nō tāwāhi kē te toenga atu (Māori Television, 2014). Kei te whārangi e whai ake nei ētahi maramara kōrero mō aua hōtaka nei. He mea hanga tēnei kauwhata e hau i ngā kohinga kōrero kei te whārangi ipurangi o Whakaata Māori.

HŌTAKA	HUNGA MĀTAHI	NŌ HEA	NĀ WAI
Pūkoro	Kōhungahunga	Aotearoa	Kura Productions
Mīharo	Kōhungahunga /Tamaiti kura	Aotearoa	Tumanako Productions
The Backyardigans	Tamaiti kura	Kānata	Janice Burgess
Rolie Polie Olie	Kōhungahunga	Kānata/ Wīwī/ Amerika	Cookie Jar Ragdoll Productions
Brian Jacques' Wall	Tamaiti kura	Ingarangi	Brian Jacques
Miss Spider's Sunny Patch Friends	Kōhungahunga	Amerika	David Kirk
Maggie and the Ferocious Beast	Kōhungahunga/ Tamaiti kura	Kānata	Michael Paraskevas, Betty Paraskevas
Mythic Warriors	Tamaiti kura	Kānata	E aua
Cyberchase	Tamaiti kura	Amerika	WNET
Pippi Longstockings	Tamaiti kura	Kānata	Nelvana Limited

Ripanga 1: Hōtaka kōhungahunga/tamariki a Whakaata Māori

Atu i a Pūkoro, i a Mīharo, nō tāwāhi kē ngā hōtaka tamariki o Whakaata Māori. Ka aronui a Pūkoro ki te kōhungahunga, ā, ko Mīharo ki te tamaiti

kura. Ko ngā tāngata i runga, he Māori. Ko te reo kawē, ko te reo Māori. Ko te nuinga o ngā kaupapa, he kaupapa Māori. Mei iho ēnei hōtaka, kua mū tā tātou nei tirohanga ki roto i ngā hōtaka tamariki a Whakaata Māori.

Heoi anō rā, ehara i te mea ka tirohia ngā hōtaka katoa nei i runga ake nā, erangi he whakatakoto noa i te pae kia pūrangiaho te āhua o ngā hōtaka tamariki a Whakaata Māori i tēnei wā. E hia kē nei ngā momo o te hōtaka tamariki ka taea e tātou te wewete, arā, ko te hōtaka kaiwhakataki, ko te pakiwaituhi, ko te karetao, ko te hōtaka whakaako, ko te hōtaka whakakata arā noa atu. Erangi ka tīpakongia e tātou ko te pakiwaituhi hei tātaringa mā tātou i tēnei rangahau.

Nō te 2014 ka whakamāori i a Dora the Explorer hei whakapāohotanga ki runga i a Whakaata Māori i waenganui o te tau, o 2014 (Māori Television, 2013b). Ko Pānia Papa te kaiwhakahaere o te whakamāori i tēnei hōtaka. Ko āna kaiāwhina he hua nā Te Panekiretanga o Te Reo²⁵. E ai ki a Papa, “these programmes are so popular worldwide, the fact they will be in te reo will do much for the status of the language” (Māori Television, 2013). Āe e whakaae katoa ana au, he rongonui mārika te hōtaka nei, ā, ka whakawai tēnei i te tamaiti ki a Whakaata Māori. Erangi he pai ake tonu ki a au kia whakapaua te moni i tuku ki tēnei mahi ki te hanga i tā tātou ake Dora. I mea mai a Papa, ka whai mana ake tō tātou nei reo i a Dora nā te rongonui o te hōtaka nei. Ko taku punua ui makihoi ki tēnā, ka whai mana ake nōki ā tātou tikanga i a Dora nā te rongonui o te hōtaka nei? Ko aku kārangirangi, ka whai mana ake te pūkoro kē o te kamupene, nāna te hōtaka nei i hanga. “American popular culture, first and foremost, is produced for Americans. Anything that accrues afterwards is a bonus for its producers . . .” (Lealand, 1988, p. 18). Kāhore e kore ka whakamāori a Papa mā i te hōtaka a Dora kia tino Māori ai te wairua, kia eke rā anō ki tōna taumata tiketike. Heoi anō, he aha te hua o te mātaki atu i ngā tikanga

²⁵ Ko te Panekiretanga o te reo – He kāhui toki, he kāpui toa ka ākona ngā raweke matatau o te reo me ōna tikanga kia kake rā anō ki tōna kōtikitanga.

kē, nā iwi kē? E hore rawa nei e taea ēnā āhuaranga te karo i te mahi whakamāori. Ka mutu, he ehunga Māori, he āhuaranga Māori ka kitea ka rangona, atu i te reo, rā roto mai i tēnei pakiwaituhi nei a Dora? E auau kē ana rainei te poaka?

3.4 Whakakapi upoko

Kua āta whakatakotohia ko wai ia a Whakaata Māori. Kua kōrerohia tōna whakapapa. Kua tirohia āna hōtaka e whakapāoho atu ana. I tēnei Upoko tonu, kua whāiti mai nei te rangahau ki te pakiwaituhi ka āta mātaitia hei kō ake nei, me kī rā, ki a Tōra Mātātoa. Hei te wāhanga e whai ake nei ka kōrerohia ngā tukanga ka arumia e tātou e whakautu ai te uru pounamu matua, e whakatea ai ngā pai me ngā kino o te pakiwaituhi nei mō te tamaiti, mō te reo me ōna tikanga nōki.

UPOKO TUAWHĀ

Tukanga

E toru ngā tukanga matua ka aratakina tēnei rangahau e tākiritia ai te hōtaka a Dora the Explorer, e whakautuhia ai te ui aporei²⁶. Ko te hītari tohu ka tahi. Ka rua ko te uiuinga kanohi ki te kanohi, ā, ko te tukanga whakamutunga, ko te whakaarohia ki tētahi pakiwaituhi nāku anō, mā te kōhungahunga Māori, mō te Māori. Ka āta whakatakotohia ia o ēnei raupapa mahi i roto i tēnei wāhanga kia wāhi ake ai te huarahi rangahau hei hīkoinga mā tēnei kaupapa āku.

4.1 Hītari Tohu

E mātau whānuitia ana tēnei tukanga huri noa i te ao, erangi nāku tonu i whakamāori kia 'hītari tohu'²⁷ ai, nā te āhua o tēnei tātaringa. Ko te whakamārama ngāwari pea o tēnei momo ko te āta wetewete, ko te āta hītari i ngā tikanga me ngā kaupapa o ngā tohu ka kitea, ka rangona e te tangata. Taihoa e kārangirangi, taihoa e mānenei²⁸ ki te tikanga o tēnā punua whakamārama āku! Ka riro mārika mā tēnei wāhanga tātou e whakaputa ki te ao tea, ki te ao mārama.

E ai ki ngā tuhinga katoa i tirohia e hau mō tēnei mea te hītari tohu, ko Ferdinand de Saussure rāua ko Charles Pierce ngā ringa kino i whakaauahatia tēnei momo wewetenga (Bignell, 1997; Chandler, 2013; Hodge & Tripp, 1986). He tohunga, he pouako wetereo a Saussure ki te Whare Wānanga o Geneva i ngā tau tuatahi o tērā rautau. Hei tā Bignell (1997), "Saussure believed that language is made up of signs (like words) which communicate meanings...[and] our perception and understanding of reality is constructed by the words and other signs which we use in a

²⁶ Aporei - matua.

²⁷ Semiotics/Semiology

²⁸ Mānenei - ngākaurua

social context” (pp. 5-6). Ka mutu, ko tāna ko te hītari i ngā tohu o te reo, arā te āta tiroiro i ngā kupu ka kōrerohia, ka rangona, ko te āta wānanga i tā te tangata kawea o tōna nā reo me ngā tikanga ka pāngia ki te kaiwhakarongo.

E ai ki a Saussure, e rua ngā wāhanga o te tohu e kīa ai he tohu, arā, ko te kawenga me te tikanga (Bignell, 1997; Chandler, 2013). Ko te kawenga, ko te momo kupu, ko te tū oro, ko te tūmomo pikitia ko te aha atu e kawea ana te tikanga o te tohu. Hei tauira ake ka whakamahia e Chandler (2013) te tūtohu ‘TŪWHERA’ ka whakairingia ki te tatau o te toa hei whakamārama i ngā wāhanga e rua nei o te tohu. Ko te kupu ‘TŪWHERA’ rā ka kitea ki te tatau o te toa, ko te kawenga. Ko tōna tikanga e kawea ana e ia, ko te tohu atu ki te tangata e tūwhera ana te toa ki a ia. Ka mutu, ko te ‘TŪWHERA’ ko te kitenga ā-kanohi o te tangata, ā, ko te whakaaro ‘e tūwhera ana te toa’, ko te mōhioranga i puta mai i taua kitenga rā o te kupu ‘TŪWHERA’. Nā, i ētahi wā he rerekē te tikanga o te kupu tūwhera. Pēnā ka kite te tangata i te kupu ‘TŪWHERA’ i roto i te ararewa, he tikanga anō tāna i tērā o te ‘TŪWHERA’ o te toa, ahakoa tōna rite ā-kitenga nei. Ko te tikanga kē o tēnei nā, he whakamōhio i te tangata, ki te pēhi i te pātana ‘TŪWHERA’ rā, ka huakina ngā tatau o te ararewa kia puta atu ai a ia. Nō reira, ahakoa ka whakamahia te kupu kotahi mō ngā tikanga rerekē, i te nuinga o te wā ka mōhio te tangata i te tikanga tā tēnā tohu, tā tēnā tohu, he māramahanga nōna i ngā whakamahinga rerekē o aua tohu rā i tōna nā ao. “We interpret things as signs largely unconsciously by relating them to familiar systems of conventions” (Chandler, 2013, p. Signs).

Tērā tētahi atu tohunga hītari tohu, ko Charles Pierce tōna ingoa. He āhua rite āna whakamārama mō te tohu ki ērā a Saussure, otirā, e toru kē ngā wāhanga. Pērā anō i ngā whakamārama a Saussure, ka whai kawenga, ka whai tikanga te tohu. Heoi anō tā Pierce, he tāpiri i tēnei mea te aronga. Hei tauira ake i tēnei momo o te tohu, ka kōrerohia e Pierce ngā rama

whakawhiti o te huarahi. Ka whero ana te rama, ka mōhio te kaihautū waka me tū ki taua rama rā, ana, ka mutu te rere o te waka. Ka kite i tēnei tauira, ko te rama whero ko te kawenga. Ko te mōhioranga o te kaihautū me whakatū te waka, ko te tikanga, ā, ko te whakatūnga mārika o te waka ko te aronga o te tohu (Chandler, 2013).

Ko tētahi atu rerekētanga o tā Pierce, ko te whakamārama i ngā tū tohu e toru. Ko te tōrehu²⁹ ko te tōata³⁰ me te tōtohu³¹. Nāku ake ēnei kupu i hanga, otirā, he whakamāori i ngā tū tohu e toru a Pierce. Meanei ngā whakatakatoranga whakaaro a Gripsrud (2006) ki ēnei tūmomo tohu e toru. Ko te tōrehu ko ngā momo tohu kāore pea e tino hāngai ana te āhua o te kawenga ki te tikanga, ki te aronga rainei. Me kī rā, ko te momo tohu me waia e te tangata kia mārama ai ki tana tikanga. Inā whakaarohia ngā tohu rongonui o te maungārongo puta noa i te ao, ko te manu mā tēnā, ko te ringa tū matimati tēnā, ko te putiputi tēnā. Horekau he tino hononga ā-kitenga o ngā kawenga nei ki te ia, ki te ngako, ki te tikanga o te rongomau. Otirā, kua waia te ao ki ēnei tohu katoa hei tohu i te āio, i te mārie, i te rongomau. Koia e kīia nei he tōrehu tēnei momo tohu. He rehurehu nō te tikanga o te tohu i te tirohanga tuatahinga.

Ko te tohu tōata, ko te whakatinana ā-kawenga i tētahi āhuaranga, i tētahi mea, i tētahi tangata o te ao. Nō reira e tino hāngai ana te kawenga ki te tikanga me te aronga o te tohu. Ko ētahi tauira o te tōata ko te tohu auahi kore, ko te whakaahuangia o tētahi tangata rongonui pēnei i te mema o pāremata, ā, ko te whakaahuangia o tētahi tūtohu whenua pēnei i te maunga o Taranaki. E hāngai mārika ana te kawenga o te tohu ki tōna tikanga, koia e kīia nei he tōata tēnei momo tohu. He ataata nō te kawenga i te tikanga o taua tohu nā. Ka kite ana te tangata i te tōata, ka pūrangiaho katoa te tikanga i te kitenga tuatahinga atu. Ko te tohu tōtohu, ko ngā tohu

²⁹Tōrehu - Symbol

³⁰Tōata - Icon

³¹Tōtohu - Index

e tohu ana i tētahi atu tohu! Arā, ko te auahi he tohu o te ahi, ko te hūpē he tohu o te māuiui, ko te maitai paru he tohu o te whakapaunga kai. Koia e kīia nei he tōtohu tēnei momo.

Heoi anō rā, ahakoa te momo tohu, ahakoa te momo tauira ko te hītari tohu, te hītari tohu. Hei whakatōpū i ngā momo e rua nei o ngā toki hītari tohu a Saussure rāua ko Pierce, ka whakakapi ake i tēnei wāhanga ki ngā kupu a Bignell (1997), "Semiotics or semiology...is the study of signs in society, and while the study of linguistic signs is one branch of it, it encompasses every use of a system where something (the sign) carries a meaning for someone" (p. 5).

He aha hoki te hāngaitanga o tēnei momo ki te rangahau nei? He huarahi tēnei e wewete ai ngā āhuaranga rā roto mai i te pakiwaituhi nei, i a Tōra Mātātoa, kia whakatauhia he aha ia ngā ehunga Māori ka kitea, ka rangona e te tamaiti. Ka mutu, ka āta tātarihia ngā raupapa tohu rā roto mai i a Tōra e whakautuhia ai te ui aporei o tēnei rangahau.

4.2 Uiuinga kanohi ki te kanohi

Ko te whakawhitiwhiti kōrero, ko te tauutuutu whakaaro i waenganui i ētahi tāngata te whāinga matua o tēnei tukanga. E ai ki a O'Leary (2004), ko te tukanga uiuinga ko te "...method of data collection that involves researchers asking respondents basically *open-ended* questions" (p. 162). Ko taua momo uru pounamu i kōrerohia e O'leary, ko te momo pātai e taea ana te whakarahi ake i tana whakautu. He maha pea ana whakautu, he whakautu rainei ka whakamaiangi ake i ētahi atu kōrero e hāngai ana ki te matū o te kaupapa e kōrerohia ana. Ko te uiuinga ko te whakaaraara i ngā whakaaro, ko te huhura i ngā kōrero, otirā, ko te hahu ake i ngā tirohanga ake o te tangata ka uiuia (Kvale, 2007).

Ka mutu, ka whakaritea ētahi pātai, ētahi kaupapa kōrero e hāngai ana ki te rangahau hei tīmatanga kōrero i ngā uiuinga. Ehara i te mea ka āta whakatakoto i ia pātai, i ia kaupapa kōrero, erangi, ka waiho noa ērā whakaritenga i te kete kōrero tiki atu ai i tāku i hiahia ai. Ka whakairohia kētia te ahunga o te uiuinga e ngā kōrero, e ngā whakaaro, e ngā tirohanga ka wana ake mai i roto i ngā whakautu a te kaiwhakahoki. Hei tā Liamputtong rāua ko Ezzy (2005),

Semi-structured or focused, interviews sit somewhere between the fixed questions and forced responses of surveys and the open-ended and exploratory unstructured interviews with no fixed interview schedule...in-depth interviews aim to explore the complexity and in-process nature of meanings and interpretations that cannot be examined using positivist methods (p. 56).

Ko te manako o tēnei tukanga, ko te whakauui i ētahi o ngā kaiwhakahaere, kaitito, kaiwhakamāori o ngā hōtaka tamariki kua whakapāohongia e Whakaata Māori. Kei te Upoko Tuaono tātou ruku mārika ai ki te kāhui i uiuia, ki te hanga o te uiuinga me ngā whāinga i puta i aua whakawhitiwhiti kōrero rā.

4.3 He whakaaro pakiwaituhi Māori

Nā tēnei rangahau tonu i whai whakaaro au ki te āhua o te waihanga i tētahi pakiwaituhi Māori ake nei. Ka mutu, koia nei te tukanga e whakakiko ai i ngā whāinga matua ka puta i aua tukanga e rua kei runga ake nei, otirā, i ngā whāinga whānui tonu o tēnei rangahau. Heoi anō tā tēnei wāhanga, he whakatinana i aku whakapae me ōku whakaaro mō ngā hōtaka mā te kōhungahunga Māori, kiriwaituhi mai, kōrero mai, taiao mai, āhuaranga mai. Kāhore he aha tahi ki te perepere noa au i ngā kōwhatu ki ngā kōhao o ngā pakiwaituhi o āiane, e hore e whakaputaina he anga whakamua.

Ka mutu, ka waihanga i ētahi kiriwaituhi Māori me ngā kōrero katoa mō rātou. Ka whakaarohia ētahi wāhi e tika ana hei rohe, hei wāhi mō aua kiriwaituhi nā. Hei whakatepe noa ake i ēnei mahi, ka whakamāramahia te whakatakotoranga o te pakiwaituhi ka hua mai ai i tēnei rangahau. Hei konā rā tātou kite ai i tētahi tauira o te pakiwaituhi nā te Māori, mā te Māori, mō te Māori. Heoi anō, e tatū rā anō ai tātou ki tēnā whāinga, me mātua kōrero ngā āhuaranga me ngā kaupapa e pā ana ki te hanganga o te pakiwaituhi me ōna pekanga katoa.

Ko ētahi kaupapa hei whakaarotanga mā te kaitito, ko te hunga e hiahiaitia nei e ia. Mā wai te pakiwaituhi, mā wai te pakiwaitara? He aha ngā kaupapa matua o te pakiwaituhi? He whakaako, he whakakata, he whakangahau rainei? He aha ngā pou matua o te pakiwaituhi, otirā he aha ngā mātāpono me ngā ahurea ka whāngaihia e ia? Arā kē noa atu ngā āhuaranga me mātua whakatau hei tīmatatanga. Ko whakaaro ka kupu, ko kupu ka mahi. Ko mahi ka tikanga, ko tikanga ka āhua. E hoa mā, mai i a āhua ko pukumahara, ko pae tawhiti e. Ko te pakiwaituhi tētahi huarahi e whakakiko ai i ngā pohewatanga me ngā tōmina o te hinengaro. Mā te pakiwaituhi ō tātou whakaaro rerekē noa atu, ā tātou kitenga moemoeā e whakapua mai ai. Koia mārika tētahi āhuaranga ōna e whakaratarata nei i ngā tamariki ki a ia.

Pēnā ko te tamariki te hunga tāu e whai nei, me mātua mōhio ki ngā āhuaranga o tō te tamaiti tupu (Davies, 2010; Lord & Sibley, 2010; Singer, Singer, & Zuckerman, 1981; Wright, 2005). He rerekē noa atu te tupu o te taipēpi i tērā o te taikōhungahunga. Waihoki rā te taitamariki i tērā o te taiohi. Me mātau ki ngā poutama o tō te tamaiti tupu, ā-hinengaro mai, ā-tinana mai, ā-kare-ā-roto mai, ā-matatika mai, ā-wairua mai, ā-auaha mai. He pōhēhē nui he māmā noa iho te hanga pakiwaituhi mā te tamariki. Kore kore kore rawa.

Ā kāti, e whai ake nei ko ngā whakateatanga ka arumia mō ngā pekanga matua o tēnei wāhanga, ko te kiriwaituhi, ko te taiao pakiwaituhi³² me te whakatakotoranga pakiwaituhi. Ka riro mā ēnei whakamārama taku pakiwaituhi hei te mutunga o tēnei tuinga e ārahi.

4.3.1 Kiriwaituhi

He aha rawa te rautaki ka arumia e te kaitito, e te kaihangā hei waihangā i ētahi kiriwaituhi? E ai ki a Rabiger (2006) me titiro te kaitito ki a ia anō me tōna anō tuakiritanga hei whakaawe, hei ārahi i tana huarahi whakamua. Me toro noa a ia ki ngā ehunga, ki ngā tāngata, ki ngā kōrero, ki ngā wheako, ki ngā pānga me ngā hononga o tōna anō ao. Āe mārika! E tautoko ana ahau i aua whakapae āna. Ko tāku e whakapae nei, pēnā e mōhio tau ana te kaitito ki a ia anō, ka māmā noa ake te waihangā kiriwaituhi tēnā i te mōhio rere. “Becoming a successful writer...takes acute observational skills. By looking around rather intently, you can develop the ability to see a profusion of extraordinary things... your life has endowed you with a special identity...” (Rabiger, 2006, p. 43).

E ai ki a Wright (2005), ka tino rata te tamaiti ki ngā kiriwaituhi e taea ana e ia te whakarite ki a ia anō. Pēnā rā ka whakaaro ake ki taku tamāhine, āe mārika, koia! Koia! I ētahi rangi ka kī mai ki ahau, “māmā ko Dora au”, i ētahi atu wā ko Jasmine³³ kē ia. I a au ka whakatika i ana makawe mō te kōhanga reo i ngā ata, ka pātaia kia whiria ana makawe pēnā i a Elsa nō te kiriata nui a Frozen³⁴. Ehara ēnā kiriwaituhi i te Māori erangi he kōtiro, he ātaahua, ka mau panekoti, ka waiata, ka kanikani me ētahi atu ritenga ki a ia anō. Kāhore taku tamāhine e tino rata ana ki ngā kiriwaituhi tama, kua tīmata tana wewetenga i ngā āhuaranga rerekē o te tama me te kōhine. Nō reira pūrata ana te kitea me kite te tamaiti i a anō rā roto mai i

³² Taiao pakiwaituhi – Scenes/Settings

³³ Ko te kiriwaituhi wahine matua tēnei o te kiriata Aladdin. Nā Disney i hanga i 1992.

³⁴ Frozen – He kiriata nui nā Disney i hanga ka whakapāoho ai ki ngā tōpito katoa o te ao i te tau 2013.

ngā kiriwaituhi e tino rata mai ai. Heoi anō, riro ana mā tātou ētahi kiriwaituhi Māori e hanga, hei tauira, hei whakaritenga ki ā tātou tamariki.

4.3.2 Taiao pakiwaituhi

Kua whakaarohia, kua rangahauhia ngā huarahi e whakatinana ai i ētahi kiriwaituhi, ka mutu me whakaaro nōki ki ō rātou rohe me ō rātou taiao i te pakiwaituhi nā. Pēnā i ngā kiriwaituhi, me kite te tamaiti i a ia anō rā roto mai i ngā taiao o te pakiwaituhi. He aha ngā momo rākau e kitea ana e ia? Inā he kararehe, he aha ngā tū kararehe ka kitea? Ka pēhea te hanga o ngā whare? He aha ngā tino tae ka whakamahia? Me titiro te kaitito ki a ia anō me tōna anō tuakiritanga hei whakaawe, hei ārahi i tana huarahi whakamua. Koinei katoa hei whakaarotanga mā te kaitito.

4.3.3 Whakatakotoranga pakiwaituhi

He whakatakotoranga hōtaka tēnei ka ārahi i ngā kōrero me ngā mahi o ia hōtaka ka tuhia. Nō reira, ko nga wāhanga matua ērā o te pakiwaituhi ka kitea i ia hōtaka. Ka mutu, ka āta whakatakotohia ia wāhanga o te pakiwaituhi mai i te tīmatatanga tae noa ki te mutunga o ia hōtaka. Ka āta whakatea mai i ngā take i wāhanga matua ai tēnā kaupapa, tēnā kaupapa, tēnā kaupapa. He mea whānau tonu mai i āku rangahau ake, ngā tukanga, arā, ko te hītari tohu, ko te uiuinga, ko ngā rangahautanga i tūpono noa atu.

4.4 Whakakapi upoko

Ka mutu hei whakarāpopoto i tēnei wāhanga, e toru ngā tukanga matua o tēnei rangahau. Ko te hītari tohu ka tahi. Ka rua ko te uiuinga kanohi ki te kanohi, ā, ko te tukanga whakamutunga, ko te whakaarohia ki tētahi pakiwaituhi nāku anō, mā te kōhungahunga Māori, mō te Māori.

UPOKO TUARIMA

Huarahi Whakatutuki

He paku whakateatanga tēnei wāhanga ki te huarahi i arumia e hau e tutuki ai ngā tukanga, otirā, e ea ai tēnei rangahau. Ka kōrerohia ngā piki me ngā heke, ngā pakeketanga me ngā ngāwaritanga. Heoi anō rā, ka whakatakotohia ngā tino take i whakararu i taku anga whakamua, otirā, ngā tino take i taea ai e hau te eke ki te karamatamata o whāinga e puta ai, e oti ai tēnei tuhinga roa.

5.1 He karahipi

Nōku te waimarie, nōku te whiwhi i riro i a au ētahi karahipi e whakaoti ai taku tohu paerua nei. Nā ēnei whiwhinga i taea ai e hau te rere ki wīwī ki wāwā. Otirā i noho māmā, i noho tau taku whānau i tēnei tau nā ēnei karahipi. I riro i a au te karahipi tohu paerua o te Whare Wānanga o Waikato me ētahi punua karahipi anō o Te Pua Wānanga ki Te Ao. Ka mutu, kei te whare wānanga, kua takapau taku mana kei raro, e mihi ana. Kia kaha tonu rā ki te tuku i ēnei āwhina ki ngā tauira e whakapeto ngoi ana ki ngā tohu kei tua o te pae ā haere ake nei.

Ko te karahipi nui āku i whakawhiwhia ki tēnei rangahau ko te Ngārimu VC & 28th (Māori) Battalion Memorial Scholarship. Mei kore tēnei karahipi hei hononga ki ō tātou tūpuna i tīraha atu rā, i tāpapa atu rā i te māra o Tū. Ko ngā pātai ia ka rere, he aha oti ō tātou tūpuna i takahi ai i te ara o Tū? He aha mārika ō tātou tūpuna i kawea ai i te pakanga a te Pākehā? He aha rā ō tātou tūpuna i whakarere ai i ō rātou whānau ki Aotearoa nei kia whawhai ki ngā whenua o iwi kē? Ko te urupare ka rere, kia whai oranga ai te iwi Māori, kia whai mana ai te iwi Māori i Aotearoa tonu nei. Ka mutu, kei ngā tore kaihuruhuru e rere ana me he raukura i te hau maiangi, e tau, e tau, e tau ki te mūnga o te tini, o te mano. Otirā kei ngā ika a-Whiro i

hoki mai ki ēnei whenua e kara mā, e kui mā e okioki, e okioki. Inā te nui o te utu kia utuhia au i tēnei tau. E kore e warewaretia, ka kōrerohia koutou ā haere ake nei.

5.2 Uiuinga

I āta noho ki te whakariterite i ahau anō mō ngā uiui nei. Ko te mahi tuatahi, ko te whiriwhiri he aha ia ngā pātai ka pātaia. I te mutunga iho, i huatau mai ētahi pātai tekau hei pātaihangā māku, ā, kei te Āpitihangā 2 me te Āpitihangā 4 hei tirotiro. Ka tau ana ngā pātai nā, ka whakaritea te Pepa Whakamārama e whakatea ana i te tikanga o te rangahau me te uiui hei whakamōhiotanga ki te kaiuiui. Ko tētahi kei te reo Pākehā, ā, kei te Āpitihangā 2 hei tirotiro. Ko tētahi kei te reo Māori, ā, kei te Āpitihangā 4 hei tirotiro. Ka whakaritea nōki te Pepa Whakaae hei waitohutanga mā ngā kaiuiui kia tutuki tērā taha matatika. Kei te Āpitihangā 3 me te Āpitihangā 5 aua pepa nā. I tuku tonu au ki te poari matatika Māori o te whare wānanga nei, me kī rā, ki Te Manu Taikō kia wātea mai ai ahau ki te uiui i ētahi tāngata. Kāhore rawa nei he paku raruraru o taua tonu nā, i whakaae mārika mai i te tukunga tuatahinga. Kei te Āpitihangā 1 te whakaaetanga a Te Manu Taikō ki taua tonu nā.

Nō te whakaaetanga mai o Te Manu Taikō ka tuku ā-īmera atu te Pepa Whakamārama, te Pepa Whakaae me te Rārangi Pātai ki te kāhui uiui i hiahiaatia e hau. Tokoono ngā tāngata i manakohia e hau, erangi auare ake. Tokorima anahe rātou i whakautu mai, i whakaae mai ki tēnei uinga. Tokorua rātou i uiui i Kirikiriroa nei. Tokorua i uiui i Tāmaki, ā, kotahi te uiui i Ōtautahi i Te Waipounamu. Nā ngā karahipi tonu i taea ai e hau te peka atu ki Tāmaki, te rere nōki ki Ōtautahi.

Ko te nuinga o ngā uiui i oti i te kotahi hāora. E rua pea i kōtata atu ki te rua hāora. Tokorua rātou he kōrero Māori, he whakarongo Māori ka mutu

i whakawhitiwhiti whakaaro mātou mā te reo Māori tonu. Erangi he tokotoru rātou kāore ō rātou reo Māori, he pakupaku noa rainei te mātau, ka mutu mā te reo Pākehā tonu aua uinga. Ka mutu ana ngā uiuinga, ka hoatu he tiakarete, he waina nōki hei koha ki ngā kaiuiui, hei whakamihī i ā rātou kōrero i tākoha mai ki tēnei rangahau.

Ko te mahi tino hōhā o ngā uinga nei ko te patopato i ngā kōrero! Kātahi te mahi roroa ko tēnā! E hia kē nei ngā hāora e patopato ana i ngā kōrero a tēnā, a tēnā o te kāhui. Ehara au i te tangata mātau ki te patopato tere, ka mutu he pōturi rawa te haere. Heoi anō, ka mutu ana taua mahi, ka whakahokia ngā kōrero ki te kaiuiui hei tiro tiro māna, hei whakatikatika māna, kia kite a ia āe, e tika ana ngā patopatonga, kāhore rainei. Nō te whakaaetanga mai o ngā patonga ka tīmata taku wewete i ngā kōrero.

5.3 Hītari Tohu

I āhua raru ki te kimi i ngā hōtaka a Tōra Mātātoa i te huringa ki tēnei mahi. I te wā i hiahia ki te mahi i tēnei tukanga, kua mutu kē te whakapāoho o ngā hōtaka Tōra Mātātoa i runga Whakaata Māori nō reira kāhore au i whai i ētahi hōtaka hei mātakinga. I toro au ki te whārangi ipurangi o Whakaata Māori erangi he aha te aha. Ka kite au i a Pānia Papa, otirā, te kaihautū o Tōra Mātātoa, ka pātai pēnā kei a ia tonu ētahi hōtaka hei mātakinga māku. I pai ai te rangahau nei i tana whakaaetanga mai, ā, ka homai ai i ētahi rīpene me ngā hōtaka tekau o te terenga tuarua. Kāti tonu te kuia nei, mei kore a ia, e mihi ana.

Mārama pai ana he hōtaka kōhungahunga te pakiwaituhi a Tōra Mātātoa. Nā runga anō i tēnā ka wawe takeo te mahi wetewete i tēnei hōtaka. He auau nō te kōrero, he takarure nō te whakatakotoranga, hōtaka atu, hōtaka atu. Ka pau te kotahi hāora i te mātakitaki, i te hītari ka mātua whai paramanawa au kia whai hīkaka anō ki tēnei mahi. He pakeke mārika!

Tōna toru wiki au e hītari ana i a Tōra Mātātoa, erangi ehara i te mea i noho mō ngā hāora katoa o aua wiki nā ki te hītari, e kāo. Ka mahi au i tēnā mahi i ngā ata ka tahuri ki wāhanga kē o te tuhinga kia hoki anō ai i ngā pō. Mā te aha i tēnā rautaki kia ū tonu au, kia hihiri tonu au ki te hītari i tērā pakiwaituhi nā.

5.4 Ko te whakatinanatanga o te pakiwaituhi

Ehara au i te tangata toi nō reira i kimi au i tētahi atu kia tāngia, kia hangaia taku pakiwaituhi hei te mutunga o tēnei tuhinga. Ko te hoa tāne o tētahi o aku karangatahi te tangata i arumia e hau, ko Tim Evans tōna ingoa. Aua atu te wā a ia e mahi ana i ēnei mahi, ā, he maha ngā pakiwaituhi kua whakaritea e tana kamupene, e Muk Puddy³⁵ hei whakapāohotanga i runga pouaka whakaata. He pūkenga rawa a ia, ā, ka mutu te pai o ana mahi. Ko tōna tikanga ka oti i a ia ngā kiriwaituhi te hanga, ngā taiao pakiwaituhi te hanga me tētahi whakaraupapa pakiwaituhi te hanga, erangi kāhore he aha tahi. Nāna rawa ngā kiriwaituhi i hanga ka mutu i konā. Ko te take kāhore i tutuki i a ia ngā mahi katoa nei, ko te pukumahi tonu. Nō taku tono ki a ia, ka riro i a Muk Puddy tētahi pūtea nunui rawa kia whakaputaina he pakiwaituhi i runga i a TV2. Ka mutu ka pokea rawatia te kaitā nei e ngā mahi nā. Horekau he utu mō āna mahi (ahakoa taku whakamātau ki te utu i a ia), ka mutu, horekau aku mana ki te kī, 'e tā! Me oti tonu te mahi'. Nā te hononga i waenga i a māua, kāhore ia i whakaae kia utuhia ana mahi. Nō reira, e toru wiki i mua i te tuku o taku tuhinga, ka mate au ki te kimi tangata anō hei whakaoti i ēnei mahi āna.

I mahara au ki tētahi kuia i te whare wānanga e ako ana, e mahi ana i ēnei momo mahi ka mutu i whakaaro kia tonoa a ia. Ko Marianne Coleman tōna ingoa. Mā te aha i te pātai me kore noa e tūpono he whakaaetanga. Taku waimarie i whakaae mai te kuia nei kia whakaotihia ngā mahi toi nei.

³⁵ Muk Puddy - He kamupene pakiwaituhi nō Aotearoa nei. Tirohia tā rātou whārangi ipurangi kia whakawhānuihia tō mātau <http://www.mukpuddy.com>

Heoi anō, ka tīmata ana ngā tuhinga, ka wawe kitea e hau, e pakeke ana tēnei mahi ki te kuia nā. I pēnei au he kaitoi ā-ringa ia, erangi ka hangaia kētia ana tānga e te rorohiko. Ka tā ā-rorohiko, ka raweke ā-rorohiko. Heoi anō a Evans, he kaitoi ka hangaia tānga e te ringa. Ka mutu i konā kite au ka tino pakeke te whakahāngai i ngā tuhi a te kuia nei ki ērā i tāngia e Evans.

Koinei te wā tuatahi i tuhi pikitia pēnei ai te kuia nā. Otirā, ngā pikitia pakiwaituhi, ngā pikitia mā te kōhungahunga. Kāhore au i paku rata ki āna tuhinga tuatahi, ā, kāhore paku rā i hāngai ki te āhua o ngā kiriwaituhi. Nō konei te kārangirangi, te āwangawanga me te wairangi tau mai ai ki runga i ahau. He pono tāku, kāore aku āwangawanga, aku taumahatanga i te nuinga o tēnei rangahau tae rawa mai ki tēnei wāhanga. E rua wiki noa e toe ana ki te tuku i te tuhinga nei, ā, kāhore au i paku rata ki āna tuhinga. Nō reira, i noho māua ko taku manu taki ki te whakatakoto rautaki e tutuki ai i te kuia nei aku kōingo. Ko tāna ki a au, me tuhi ā-pepa i te āhua o ngā mea e hiahia ana e hau rā roto mai i ngā pikitia kia kitea e te kuia nā te whakakikonga o aku whakaaro. He tino pakeke ki te tangata ki te kite i ngā whakaaro o ētahi atu. Ka mutu, ka noho au ki te tuhi, ahakoa te hauātanga o ēnā tuhinga i tino whai hua ai ki te kuia nā.

Ka haere atu au ki tōna whare i ia rangi o te wiki whakamutunga ki te kite e pēhea ana te anga whakamua. I ētahi wā ka noho ki tōna taha mō ngā hāora nuku atu i te whā. I ētahi wā ka tohutohu a ia kia pēnei, kia pērā. I ētahi atu wā nāku tonu te pikitia i tā ki te rorohiko ka whakatikaina ai e ia. Heoi anō, i tutuki pai ai ngā mahi i te wā poto. Ahakoa te rerekētanga o ngā kiriwaituhi ki ngā taiao pakiwaituhi, kei te kite tonu i te pikitia whānui aku whakaaro.

Ahakoia ngā auheke me ngā pakeketanga o tēnei mahi, kāti tonu te tokorua nei i tutuki ai tēnei tuhinga, i eke ai tēnei rangahau. Kei runga noa atu ngā mahi kua whakaputaina e rāua. Nō reira kei aku rangatira, tēnā kourua.

5.6 7th World Summit on Media for Children

Nōku e rangahau ana i taku kaupapa, nōku e tātari ana i ngā rauemi, ka rokohina atu ngā kōrero mō te hui nā Patricia Edgar i whakarite i te tau 1995. Arā, ko te World Summit on Children for Media. Ka ngangaro ngā kōrero i rapua e hau mō tēnei hui me te hāngai mārika ki taku kaupapa, nō reira i whakaaro au, me haere ki tēnei hui. Ka tū tēnei hui i ia rua tau, ā, ko taku waimarie i tū te hui tuawhitu o tēnei kaupapa i te tau o tēnei rangahau. Ka mutu, i tae atu au ki Kuala Lumpur i Merēhia i te marama o Hepetema i te tau 2014 ki te hui tuahwitu mō te World Summit on Media for Children. Ko te kaupapa matua o te hui i taua tau nā ko te ao pāpāho mā ngā tamariki i te rautau rua tekau mā tahi nei. He toru rā te roanga o tēnei hui. He mahi ā-rōpū te kaupapa i te rangi tuatahi. He mea whiriwhiri e te tangata te tino kaupapa e hiahiatia ana e ia hei mahinga māna i taua rangi nā. E rua ngā kaupapa i tae atu ahau, ko te ako ki te tito kaupapa kounga mō ngā hōtaka tamariki ka tahi. Ka rua, ko te ako ki te tuhi tono kounga ki ngā poari tuku moni me ngā teihana whakapāoho nōki.

Ko te kaupapa o te rangi tuarua me te rangi tuatoru ko te whakarongo kauhau. Tokohia kē mai nei ngā tohunga o te ao pāpāho tamariki i tū ki te kauhau, ā, nō ngā tōpito katoa o te ao. He kairangahau, he kaituku moni, he kaihautū hōtaka, he kaitono hōtaka arā noa atu. Ko te tino hua o tēnei kaupapa ki ahau, otirā, ki tēnei rangahau, ko taku kitenga atu i te maha o ngā iwi taketake e whawhai ana kia kitea ā rātou tamariki i a rātou anō rā roto mai i ngā hōtaka ka mātakina. Ehara kau noa ko te Māori anahe e whawhai ana kia pēnei ngā hōtaka tamariki, e kāo. Nā te whakarongohanga atu ki ngā tohe, ki ngā āwangawanga me ngā wawata o ētahi atu, ka tangata whenua taku kaupapa i roto i a au. Pūrangiāho ana

te kitea i taua hui nā, ka whai tino take taku rangahau ki te ao whānui tonu, ā, kāhore rawa e noho whāiti noa ki a tāua te Māori i Aotearoa nei. E tōmina ana ahau kia kauhau au i taku tohu paerua nei ki taua hui ā tōna wā. E mihi ana ki taua kaupapa nā, nāna rawa taku rangahau nei i whakawhenua ai i roto i ahau.

5.7 He mahinga, he kitenga

Nōku rawa te waimarie i te whakamāori a Papa i ētahi pakiwaituhi mā Whakaata Māori i te wā o tēnei rangahau. I tohutohu mai a ia kia haere au ki tōna taha i a ia e mahi ana i ēnei whakamāorihanga. He huarahi kia tino kite au i te āhua o taua mahi me te āhua o te whakamāori pakiwaituhi. I whai mahi au i taku taenga atu hei reo ki ētahi o ngā kiriwaituhi. He tino ngahau te mahi nei, otirā, i tino kite i te nui o te mahi ki te whakamāori, me taku whakaaro ake, pēnā rā koinei te nui o te mahi whakamāori ka pēhea te nui o te hanga mai i te tīmatatanga! Heoi anō, e mihi ana ki a Papa, nāna i whakaae mai kia noho ki tōna taha i ēnei mahinga. E hia kē nei ngā akoranga i ākona e hau i taua mahi nā.

5.8 Whakakapi upoko

Koinei katoa ko ngā aupiki me ngā auheke o te tau kua taha ake nei. E tika ana kia āta kōrerohia ēnei āhuaranga kei pōhēhē te tangata i māmā rawa, i pakeke rawa rainei tēnei huarahi. Tērā ōna uauatanga, tērā nōki ōna ngāwaritanga, erangi mā te aha i ēnā hei akoranga mā te tangata. Ko te manako ia, nā ēnei āhuaranga, kua mōhio au me pēhea taku kawē i a au anō, i aku mahi nōki i roto i ēnei tūmomo rangahau. Māna!

UPOKO TUAONO

Uiuinga

Tokorima ngā tāngata i uia e hau mō tēnei rangahau. He kaimahi, he kaiwhakaako, he kaiwhakamāori, he ringatohu nō te ao pāpāho. Otirā, he pūkenga rātou katoa ki ngā āhuaranga o te hōtaka tamariki. Tokotoru ngā kaiwhakautu he Māori, ā, kua mahi rātou i ngā hōtaka tamariki mā te kōhungahunga Māori, kua mahi nōki ki Whakaata Māori. Tokorua he Pākehā i tupu mai i Aotearoa nei. Ko ō rāua tohungatanga he rangahau, he whakaako i te ao pāpāho, otirā, he mumu hōtaka tamariki mai rā anō ā mohoa noa nei.

He hanga tekau ngā pātai i whakaritea e hau hei arataki i ngā uinga. Ehara i te mea i āta whakatakoto i ia pātai, i ia kaupapa kōrero i a rātou ka uia. Erangi, i whakaketengia aua pātai kia tiki atu ai i tāku i hiahia ai. I whakairohia kētia te ahunga o te uinga e ngā kōrero, e ngā whakaaro me ngā tirohanga i wana ake mai i roto i ngā whakautu a ngā kaiwhakahoki. I ētahi wā i noho mārika au ki ērā pātai i whakaritea. Waihoki rā te whakarere i ētahi kia aruaru noa au i ngā kōrero ka rere i te waha o te kaiwhakautu.

Ka mutu, kei tēnei wāhanga ko ngā hua me ngā kitenga i puta i ā mātou whakawhitiwhiti kōrero me ā mātou tauutuutu whakaaro. Nō hea au e whakatakoto i ia pātai i tukuna ki ia tangata. Erangi, ka whakatōpūngia te matū o ngā pātai me ngā whakautu i puta ki ētahi pekanga e rima. Tuatahi rā, ka whakatakapau i ētahi kōrero mō ngā tāngata katoa o tēnei kāhui uiui. He aha ia ngā kōrero mō tēnā tangata, mō tēnā tangata, mō tēnā tangata? He aha oti ō rātou hononga ki te ao pāpāho, otirā, ki ngā hōtaka mā te kōhungahunga? Kua whakaritea e rātou ētahi hōtaka mā te kōhungahunga Māori? Mā wai kē atu rainei? He aha ia ō rātou tohungatanga? He aha rawa rātou i tohua ai e hau hei kaiwhakauuiui mō

tēnei rangahau? Mā ēnei whakapūrata ka mōhio tātou ki ō rātou tūranga me ō rātou take ki tēnei rangahau. Ka rua ka kōrerohia ētahi tino take e kaha kitea ana ngā hōtaka nā iwi kē. Ka tahuri ai ki ētahi whakaaro e rua ōku mō te kōhi moni hei tautoko i ā tātou ake pakiwaituhi. Hei whakatepe ake i tēnei Upoko, ka whakatakotohia ētahi kōrero mō te hunga Māori e mahi ana i te ao pakiwaituhi i tēnei wā tonu.

6.1 Kāhui uiui

Me tīmata ki te kuia o tēnei rōpū, ki a Tākuta Ruth Zanker. Mō te mumu hōtaka tamariki, kāhore he painga! Mai mai mai te pakanga a tēnei wahine e mana ai ngā tamariki rangiwhāwhā tonu o Aotearoa i roto i te ao pāpāho. Ka whānau mai ana tamariki, ka toko ake ngā kārangirangi i a ia mō ngā hōtaka i te mātakina e ana tamariki. Hei tāna, "Well just like you, I had my own children and looked at television and said, what is going on here? Here is this powerful medium and we're just feeding them American stuff". Nō ngā tau whakamutunga o te waru tekau ka whakaritea e ia he rōpū e mōhiotia nei, ko Children's Television Foundation. Ko tā rātou he whawhai ki te Kāwana kia whai wāhi mai ai te tamariki i te ture pāpāho e kīia nei ko te Broadcasting Act 1989. I mua i te whakahou a Zanker mā ki te mura o te ahi ki Pāremata, kāhore i whai whakaaro te ture nei ki ngā hōtaka tamariki. Haere nā te whawhai, haere nā te tohe, ka whai mana ai te tamariki i te ture nei. Nā Zanker mā i whai mana ai. He pūkenga, he kaiako a Zanker ki New Zealand Broadcasting School ki Ōtautahi, ā, he tohunga rangahau ia, mō ngā tamariki tonu te take. Kua roa nei a Zanker e mahi ngātahi ana ki te kaiuiui e whai ake nei, ki a Tākuta Geoff Lealand. Nā rāua rawa i kawe te tohe kia whai mana ai ngā tamariki i te ture o 1989.

He pūkenga, he kairangahau a Lealand ki te Whare Wānanga o Waikato. Ko ōna tohungatanga ko te tuakiritanga o te tangata i te ao pāpāho, ko te hunga tamariki i te ao pāpāho me te ahurea o Amerika i te ao pāpāho (The University of Waikato, 2013). E hia kē nei ngā pukapuka pāpāho kua tuhia

e ia ki konei, ki rāwāhi nōki. Kua aratakina e rāua ko Zanker ētahi kaupapa rangahau mō Whakaata Māori me Te Māngai Pāho i ōna nā wā. Nō te whānautanga mai o ana tamariki, ka tino aro atu a Lealand ki ngā take me ngā rangahau tamariki i te ao pāpāho;

I guess like you it started when I first had children too. I had been teaching television prior to that, but I think that as a young parent you start to reengage with it, particularly with television that's not made for you...so you are in a way a bit inspired by your own children...

I a māua ko Murray e kōrero ana, ka tino mihia e ia te tokorua nei, a Zanker rāua ko Lealand me te whakaae ake, mei kore rāua hei mumu, hei hōia mō ngā tamariki me ā rātou hōtaka i Aotearoa nei.

He ākonga a Annie Murray nā Lealand i te Whare Wānanga o Waikato. He tūkawikawi³⁶ nōna ki ngā tamariki i oti ai i a ia tana tohu paetahi i ngā mahi whakaako tamariki. Ka mutu ana tana tohu, rawa ia i rata ki ngā mahi whakaako, ahakoa tana ngākaunui ki ngā tamariki. Ka whakawhiti a ia ki te Kura Pāpāho kia whāia te tohu paerua i raro i te maru o Lealand. Nāwai, nāwai ka whai mahi rangahau a ia ki te hōtaka rongonui o Aotearoa, ki a Shortland Street. Ka mutu i reira, ka riro i a ia he tūranga ki te kamupene Avalon i Pōneke. I taua wā ko Avalon te kamupene e whakahaere ana i te hōtaka tamariki, i a What Now. Ko Smokefree Stage Challenge, ko Wired me Freaky ētahi atu hōtaka i mahia e ia nōna i Avalon, tōna toru tau te roa. Haere te wā, ka whakakīngia te tūranga kōmihana i TVNZ mō ngā hōtaka pakipūmeka me ngā hōtaka tamariki. Nā wai, nā wai, ka riro te tūranga kōmihana matua i Whakaata Māori. Nāna i whakaae ki te hōtaka Spongebob Square Pants, otirā, ki te hōtaka ka āta mātaitia e tēnei rangahau, ki a Dora the Explorer. Ka mutu, pūrangiaho ana te kitea,

³⁶ Tūkawikawi - ngākaunui

he tino toki a Murray ki ngā hōtaka tamariki. Ehara kau noa i te mea e whāiti noa ana a ia ki te ao pāpāho Māori, e kāo. Kua tupu mai a ia, kua mātau mai a ia i ngā ao e rua, pāpāho whānui mai, pāpāho Māori mai nōki.

I pai ai te rangahau nei i te whakaaetanga o te tohunga reo, o Pānia Papa. Kua hia tau nei a ia e whakamahiti korou ana ki te whakahaumanu i tō tāua nei reo me ōna tikanga katoa. Otirā, kua hia tau nei a ia e whakapeto riaka ana ki ngā hōtaka reo Māori o te pouaka whakaata. Ko tana tūranga tuatahi i te ao pāpāho, ko te mātānga reo ki ngā hōtaka Pūkana, Kōrero Mai me Whānau i Cinco Cine. E toru tau ki muri ka riro i a ia te tūranga kaihautū o Pūkana, ā, ka noho ki reira mō te āhua toru tau anō. He mea tono a Papa e Whakaata Māori kia hangaia tētahi hōtaka hou mō te reo, nō reira, i hua mai te kaupapa o Ako, ā, e haere tonu ana taua kaupapa. Ka tono anō a Whakaata Māori ki a Papa kia whakaritea tētahi tono pūtea hei tuku ki Te Māngai Pāho mō ngā hōtaka tamariki. Nā konā a Spongebob Tarau Porowhā me Tōra Mātātoa i hua mai ai. Ko ētahi atu hōtaka rongonui o te ao e whakamāorihia ana e ia ko Team Umizumi³⁷ me Penguins of Madagascar³⁸.

He ruānuku, he tohunga mai rā anō, mai i te tīmatatanga. Ko Robert Pouwhare tētahi o ngā taiohi i pakanga ki te Kāwana i ngā tau o te whitu tekau. Ka puta te rangahau a Richard Benton e mea ana e tāmātemate haere ana te reo, e tāharahara haere ana te reo, ka haruru te Māori, ka mataara ki tā Benton i whakapae ai. Nā konā a Pouwhare me ōna hoa i te whare wānanga i whakatū ai i te rōpū e kīia nei, ko Te Reo Māori Society. Ka honohono tēnā rōpū ki te rōpū whakatutū puehu a Ngā Tamatoa, ka whakahaerehia ai e rātou he petihana mō te reo. Nuku atu i te toru tekau mano ngā tuinga ingoa i kohia e rātou, erangi kei wareware tātou, ehara kau noa i te mahi māmā tērā whakaeminga. Ka whakatakoto i tēnā

³⁷ He pakikwaituhi nō Amerika e whakamāorihia ana

³⁸ He pakikwaituhi nō Amerika e whakamāorihia ana

petihana ki te whare pāremata, nō reira ka whakauru i te reo ki ngā kura, ka whakarewa hoki i ngā reo irirangi Māori tuatahi o te motu.

Ka whakaaro ake ngā rōpū nā, me tuku tētahi o rātou ki te pouaka whakaata kia whai wāhi mai ai te Māori i tēnā ao. Ka mutu, i te tau 1978 ka riro i a Pouwhare he tūranga mahi i te pouaka whakaata. I taua wā ka mea te Kāwana ka hokona atu e rātou ngā Rawa o te Kāwana³⁹ nō reira ko te reo irirangi me te pouaka whakaata tēnā. Ka tohe ngā Māori kia kaua e hokona atu erangi auare ake! Hei aha noa iho mā te Kāwana ngā nawe a te iwi Māori, tē aro atu. Nō reira, ka kawea te tohe nei e Pouwhare mā ki Rānana, ki te Kōti Piriwhi, ki reira takiwhawhai ai kia aukatingia te Kāwana ki te hoko atu i ngā reo irirangi me te pouaka whakaata. Ko tā te whakatau a te Kōti, rawa i whakaae ki tō te Māori hiahia kia aukati i ngā mahi hokohoko a te Kāwana. Manohi anō, i whakaae te kōti ki te whakapae he taonga te reo kei raro i te Tiriti o Waitangi, nō reira me mātua whakaatu te Kāwana o konei he aha ā rātou mahi ki te whakaora i te reo, ki te tiaki i te kuru pounamu nei o te Māori. Nā konā te hōtaka Māori tuatahi a Koha i hua mai ai mea rawa ake ko te hōtaka take o te wā, ko Te Karere.

Koia nā te tīmatatanga o Pouwhare ki ngā mahi o te pouaka whakaata. Ka haere nā te wā, ka whakaritea e ia he kamupene hanga hōtaka, ko Tangata Whenua Television tēnā. He kōingo nōna kia riro kē mā te Māori ana take ana kōrero e whakahōtaka. Nō te mea ko te ringa tohu o te hōtaka, o Koha he Pākehā. Nō hea te Māori e rata ki ngā tohutohu a te Pākehā mōna anō! Ka mutu ka tīmata tana rāwekeweke i ngā hōtaka mō te Māori. Nō ngā tau o te waru tekau ka hanga i tētahi hōtaka mō te kōhanga reo, ko Manu Rere tēnā. Ko tētahi atu hōtaka tamariki nui i whakaritea e Pouwhare mā te pouaka whakaata, ko Kōrero ki Ngā Kararehe. I āiane, kei te hanga pukapuka, kei te hanga rauemi i runga ipapa, i runga rorohiko anō hoki mō te Māori mā te tamariki Māori.

³⁹ Rawa o te Kāwana - State Owned Enterprises

6.2 Pakiwaituhi tamariki nō tāwāhi

I kaha kōrerotia e mātou ko te kāhui uiui ngā take e hokona ana e tātou ngā hōtaka tamariki nō tāwāhi. Ka pātaia rātou he aha rawa e kaha pēnei nei te āhua ki ngā hōtaka tamariki? E rua ngā takune⁴⁰ matua i wana mai ai, ko te pūtea ka tahi. Ka rua ko te ruarua, ko te torutoru o te Māori e mātau ana ki ngā mahi o te pakiwaituhi me te tino mōhiohia nōki ki te reo Māori me ōna tikanga. Ka mutu, e whai ake nei ka āta wānangahia aua takune matua nā.

Āe Mārika! Ko te Pūtea! Ehara i te mea me tohunga rawa te tangata e mārama ai ko te moroiti o te pūtea te tino take kāhore e kitea ana e te Māori he pakiwaituhi mōna anō. Ahakoa te tautāwhi mārika o te kāhui uiui ki te kite i ngā hōtaka mā te kōhungahunga Māori, ka whakaae katoa rātou ko te pae tawhiti tonu tēnā, he paku noa nō te pūtea. Kia tino mārakerake ai te mārama ki tērā taha, ka whakataurite i ngā pūtea tohatoha a TVNZ i tērā a Whakaata Māori. He mea hanga tēnei ripanga e hau i ngā kohikohinga kōrero kei ngā whārangi ipurangi o TVNZ me Whakaata Māori mō te āhua ki te tuku pūtea i te tau 2014 (NZ On Air, 2014; Te Māngai Pāho, 2014);

⁴⁰ Takune - take

NĀ WAI	HŌTAKA	NŌ HEA	E HIA NGĀ HŌTAKA	TE ROA O IA HŌTAKA	PŪTEA TUKU
NZ On Air	Little Monstar	Aotearoa	20	5 mēneti	\$394,980
Te Māngai Pāho	Team Umizoomi & Penguins of Madagascar	Amerika	46	26 mēneti	\$299,560

Ripanga 2: Pūtea Tautoko ki ngā Hōtaka Tamariki o Aotearoa 2014

Nā te kamupene Tiki Tour te hōtaka Little Monstar. He pakiwaituhi tēnei mā te kōhungahunga i Aotearoa ka whakapāohongia e TV2. Ko Mary Phillips te rangatira o taua kaupene, otirā, te kaitito, te kaihautū o te hōtaka Little Monstar. He Pākehā a Phillips i tupu mai i Aotearoa nei, ā, kua roa nei a ia e mahi ana i ngā hōtaka tamariki mā te pouaka whakaata (Pickled Possum Productions, 2014). E kite ana tātou he rima mēneti noa iho te roa o ēnei hōtaka rua tekau. Heoi anō kua riro i a ia tōna \$400,000.00 ki te hanga i tēnā pakiwaituhi. Kia tahuri tātou ki ngā hōtaka whakamāori a Whakaata Māori, kua tuaruatia te rahinga o ngā hōtaka, kua tuaruatia te roa o aua hōtaka. E rua kē nōki ngā hōtaka kei tēnā tukunga pūtea kotahi, ā, he iti rawa iho te pūtea i tukuna ki ēnā i tēnā o Little Monstar. Ka mutu, tē rehurehu te take matua kāore e kitea ana ngā pakiwaituhi nā tātou mō tātou. Hei tā Murray, "...when it comes down to local production versus acquiring international existing content, you can't argue with the economics of it. That's what it always comes back to, is money".

Kāore au i te whakahē i te āhua ki te pūtea. Erangi ko aku pātai kē ka rere, he nui ake te mana o te rarahi i te kounga? He nui ake rainei te kounga i te rarahi? Āe mārika kua tuaruatia te rahinga o ngā hōtaka whakamāori tēnā i ēnā ka waihangahia. Heoi anō, i te mutunga iho, ko ngā ehunga ka kitea e te tamaiti rā roto mai i te hōtaka a Little Monstar, ko ia rawa tonu! Kua tīkina atu he pikitia mai i te hōtaka a Little Monstar hei wānangahanga mā tātou kei raro iho nei (Flux Media, 2014);



Waituhinga 1: Ko ngā Kiriwaituhi o Little Monstar

Ka wani kē te Little Monstar nei nē! Nō te tirohanga atu, ka kite mārika i ngā āhuaranga ake o tēnei whenua rā roto mai i te pikitia nei, me te mea nei nōki nā te ringa Māori i hanga. Me kore ake ngā kiriwaituhi nei ki te tiki a te Māori, me kore ake ō rātou karu ki tērā o te Māori e pūkana ana, e putē ana. Ki te aroaro ki tā rātou tū ā-whānau, ko te pū kei waenga, ko ngā mātua kei ōna tahataha, ko ngā kaumātua e karapoti ana ānō te tupu o te harakeke. Kei muri rā anō he rākau tī kōuka, kei mua tata tonu he tupu harakeke. Nō reira koia nei ētahi o ngā āhuaranga e tohu ana ki te tamaiti nō Aotearoa, he hōtaka māna, e pā ana ki a ia me tōna anō ao nōki.

Ko te pātai ka toko ake, he aha tātou e kimi tawhiti nei i ngā hōtaka o rāwaho hei whakamāori pēnā kei Aotearoa ētahi atu tauira e hāngai tonu

ana ki a tātou? Ahakoa tonu ehara nā te Māori i hanga, kei te kite tonu i tōna Māoritanga. Koinei pea te pae tata me whai kia maua. Arā he hoko kē i ngā hōtaka auraki o Aotearoa nei hei whakamāorihanga mā ā tātou tamariki Māori. Ka iti iho tonu te utu tēnā i tēnā ki te waihanga i tētahi mai i te tīmatatanga. Heoi anō rā, me tūpato tonu tātou nā te mea, i te mutunga iho nā te Pākehā kē te nuinga o ngā pakiwaituhi auraki i waihanga. Ka mutu ka tukituki tonu pea ētahi o ā rātou tikanga ki ā tātou. Tirohia ngā pikitia o Little Monstar kei raro iho nei (Flux Media, 2014). Ko te pikitia tuatahi ko ngā kaumātua e ngaki ana i te māra. He mātāpono nui tēnei me mātua whakaako ki ngā tamariki ka tika. Otirā te mahi māra, te āhua o te tupu kai me te oranga nui kei roto i ngā hua whenua (Flux Media, 2014).



Waituhinga 2: He Wāhanga nō te Pakiwaituhi Little Monstar

Kia tahuri ki te pikitia tuarua, e hoa e, te tuki e! Kua wana mai a Little Monstar i te oneone me he tupu, ā, he paukena kei runga i tōna mātenga. E hore rawa nei te Māori e whakaaro pēnei nei. He tapu rawa nō te māhunga, he noa rawa nō te kai! Ka mutu ko te pātai ka whiua, he aha te utu nui ake ki a tātou? Ko te utu ā-pūtea? Ko te utu ā-tikanga rainei (Flux Media, 2014)?



Waituhinga 3: He Wāhanga nō te Pakiwaituhi Little Monstar

He punua taurira noa tēnei hei whakamataara, hei whakatonu i a tātou inā whāia tēnei huarahi. Ko te pae tawhiti pea, he kōtui i te ao pāpāho Māori ki te ao pāpāho auraki me ōna tini aho katoa. Me wānanga tētahi rautaki whakaora pakiwaituhi kōhungahunga, e taea ana te whakamāori, te whakapākehā nōki hei whakapāohotanga i te wā kotahi ki ētahi teihana e rua nuku atu! Kātahi te moemoeā ko tēnā! Hei tā Murray,

...it can be [done] if there are strategic partnerships within the industry...its just about bringing those partnerships together and having open minds and being able to collaborate...[However] to get those kind of collaborations to work... are few and far in-between. It's about having the right people, at the right time with the right idea.

E whakatata ai tātou ki tēnei pae tawhiti me whakapono te ao pāpāho ko te tamaiti, ko te reo me te tirohanga ake o tēnei whenua hei mātāmua ki ngā pakiwaituhi. Erangi e kore pea e whakatinana tēnei moemoeā, nā te mea ko te pūtea tonu kei te ārahi i te whakatau. E whai ake nei ētahi

punua whakaaro kua huatau i a au mō te pūtea hei whāinga pea mā ngā kamupene pakiwaituhi.

6.3 Ko te iwi kei tua?

Kua kaha kōrerohia e te kāhui uiui tēnei mate ko te pūtea. Heoi anō tāku he penupenu whakaaro kia whai rongoā. Ka mutu, ko te whakaaro ka huatau, ko te kimi huarahi anō atu i a Whakaata Māori, i a Te Māngai Pāho rainei hei oranga pūtea ki ngā pakiwaituhi kōhungahunga. Heoi anō rā kei hea rawa ēnā puna pūtea? Hei tāku, kei ngā iwi, kei ngā hapū tētahi mauri e ora ai ēnei hōtaka. Ki te kotahi noa te ringa tuku pūtea ki ngā pakiwaituhi, āe mārika ka uaua. Erangi ki te kāpuia te pūtea o Te Māngai Pāho, o Whakaata Māori me te iwi, e kore pea e pērā rawa te pakeke.

Ki te taunaki te iwi i te hōtaka, me whai wāhi mai a ia ki ngā kōrero me ngā āhuaranga o taua hōtaka nā. He aha oti ngā hua ka puāwai ki te iwi inā whāia tēnei huarahi? Ko te oranga tonutanga o ā rātou ake kōrero ka tahi. Ka riro mā ngā pakiwaituhi ngā kōrero ake o te iwi e kōrero. Ka kawea ngā mātāpono, ngā tikanga me ngā āhuaranga o te iwi ki te kōhungahunga. Pūrangiaho ana te kitea, e pārekareka katoa ana ā tātou tamariki ki te pakiwaituhi, ka mutu kāore he hōtaka kei tua atu hei whakaako ki a rātou ngā kōrero ake o te iwi. Ka tōia mai a tāukiuki ki te ao hurihuri kia noho tonu ēnā tikanga, ēnā kōrero ki tō rātou ao o āiane. Waihoki rā, ki te whakapakiwaituhia ngā kōrero rā, e kore rawa ērā e ngaro. He rauemi ka mau tonu mō ake tonu atu. Ki te pēnei tātou, kua tino angitū te kaupapa nō te mea, ko ngā ehunga ka kitea e te tamariki rā roto mai i ngā pakiwaituhi māna, ko te Māori tonu, ko ia mārika tonu!

Ka rua, ki te tautāwhi te iwi i te hōtaka me whakaaro rawa ngā kaiwhakahaere kia whai mahi ai, kia whai tūranga ai he uri nō taua iwi nā ki te hōtaka e tautokona ana. He ruarua he torutoru noa iho ngā tāngata

Māori e mātau ana ki ēnei mahi. Ka mutu, he huarahi tēnei e whakatupu mai ai he pūkenga ki ēnei mahi. Otirā, he huarahi e whai mahi ai ngā iwi.

6.4 Nāu te pūtea, nāku te pūtea ka ora ai te pakiwaituhi?

Kei whakawhāiti tātou i a tātou anō ki a tātou anō. Me kimi oranga kei waho tonu i ngā tongi o tā te karauna pūtea. Otirā, me whakaaro tātou ki tua i ngā tongi o tēnei whenua, tatū atu rā ki ngā puna pūtea kei rāwaho. Kei pēnei tātou ko ngā pūtea a te karauna ko ngā pūtea anahe e taea ana e tātou. Ki konei tātou matapaki ai i ētahi tū kohinga pūtea e rua. Ko te rauhīā-tini⁴¹ ka tahi. Ka rua ko te pūtea nō tāwāhi⁴².

6.4.1 Rauhī ā-tini

Ko te rauhī ā-tini he kohinga pūtea, he penapena pūtea mai i te iti me te rahi mō tētahi kaupapa. Mā te ipurangi te kaupapa penapena pūtea e hau atu ki te tī ki te tā. Hei tā Drenser (2014), i tīmata te rauhī ā-tini hei kōhi pūtea mō ngā kaupapa taimaha o te wā, arā, mō ngā pōhara, mō ngā māuiui, mō ngā iwi kua pāngia e te parekura nui, arā noa atu. Erangi i āiane, kua kaha whakamahia tēnei kohinga pūtea e te ao toi me te ao pūoro.

Crowdfunding, sometimes called crowd financing or crowd investing, is generally defined as the collective cooperation by people who pool their funds, usually via the Internet, to support efforts initiated by other people or organizations. Crowdfunding supports a variety of purposes, from disaster relief to publishing books, to artists seeking support from fans to political campaigns,

⁴¹ Rauhī ā-tini - Crowd Funding. He kupu ake nāku

⁴² Pūtea nō tāwāhi - Overseas investment. He kupu ake nāku

to funding a startup or small business (Drenser, 2014, p. xi).

Nā tēnei tū kohinga pūtea, nā te rauhi ā-tini i tū ai te pakoko⁴³ rongonui mārika o Amerika, ko te pakoko tēnā e kīia nei, ko te Statue of Liberty (Drenser, 2014, p. 4). Ahakoa kei Amerika te pakoko nei, ehara ko ngā iwi o Amerika anahe ngā tāngata i tuku pūtea ki te whakatūnga o tēnei tūtohu. I kohia nōki ngā pūtea i ngā iwi o Wīwī, me kī rā, nā Wīwī te pakoko tonu i utu. Nā Amerika te tūāpapa kē i utu e tū ai te pakoko nā. Ko Joseph Pulitzer te kaihautū o taua kaupapa kōhi moni. Ko ia te kaitā, te kaiwhakahaere o te niupepa 'The World' i taua wā. Ka mutu, i tuhia he kōrero e mea ana, ka tāngia ki te niupepa nā ngā ingoa katoa o ngā tāngata ka tākohangia he pūtea ki te kaupapa nā. Te mahi a te tangata ka tuku pūtea, nā wai, nā wai ka tū ko te Statue of Liberty.

He aha rawa ia tēnei kaupapa i tautokongia ai e te tini e te mano? E ai ki a Drenser (2014), "people believed in the project and wanted to give back; they wanted to be a part of history and be a part of something bigger than themselves" (p. 4). Koinei katoa ngā take ka tuku moni ngā tāngata ki ngā kaupapa rauhi ā-tini i ēnei rangi. Ko te kawenga anahe o te kōhi, te āhuaranga kua rerekē, heoi hāunga rā i tēnā, mei kore ake te ia o ngā kaupapa tīoko moni i ēnei rā i ērā o tērā rautau.

He paku noa ngā tono pūtea ka whakaaetia e Te Māngai Pāho, e Whakaata Māori mō ngā hōtaka tamariki. He moroiti nō te pūtea, he kore hāngai rainei nō te tono ki tērā e hiahia ana e te poari, e te teihana. I ētahi wā, ka whakaaro pea te poari, ka whakaaro pea te teihana, kāore e tokomaha te hunga ka hiahia ki ētahi o ngā tono ka mutu kāore e whakaaetia. Heoi anō, mō te whakaatu atu i te taunaki o te iwi i tāu

⁴³ Pakoko - statue

kaupapa, i tāu hōtaka, kāore he kaupapa kei tua atu i te rauhi ā-tini nei. E ai ki a Tucker (Rose, 2012), ehara ko te pūtea anahe te hua ka pua ki ngā kaupapa kōhi pūtea mā te rauhi ā-tini nei... "Crowdfunding [is] an important way to generate enthusiasm and a sense of ownership..." Koinei nōki ngā whakaaro o Lomborg (Rose, 2012), "...success and enthusiasm of crowd-sourced projects...opens doors for corporate sponsors, or offer a proven track record when applying for government funding". Ka mutu, ki te angitū ō rutu kia tākohangia mai he pūtea e te tini, e te mano, ka kitea e Te Māngai Pāho, ka kitea e Whakaata Māori e tino kōingoino ana te iwi ki tāu nā hōtaka. Ā kāti, ko tōna mutunga he penapena pūtea, ko tōna otinga he whākao tautoko.

Nō te tau 2011, i whāia tēnei ara e Taika Waititi kia whakaputaina tana kiriata a 'Boy' ki te makiu kei Amerika (Davis, 2014). Ko tōna \$100,000 te rahinga pūtea i rauhitia mō te kiriata nei (Business Desk, 2013). Pērā i te oati a Pulitzer kia tāngia ngā ingoa koha moni ki tana niupepa, i oatihia e Waititi kia tukuna he toi ake mā ia tangata ka tākoha pūtea nuku atu i te \$250. Hei tā Waititi (Ministry for Culture and Heritage, 2012), "We couldn't have launched Boy in the US without the support of the many people that responded to our crowdfunding campaign. It's a great way to raise funds for creative projects".

Ko ētahi atu kaupapa i whakarewa ai i te kohinga pūtea mā te rauhi ā-tini ko te pakipūmeka 'Gone Curling' nā Rachael Patching rāua ko Roland Kahurangi. Ko tōna \$21,000 te rahinga pūtea i whākao mai ai i te rauhi ā-tini (Grow Wellington, n.d.). Ko Emma Heke tētahi atu kaihautū pakipūmeka i arumia tēnei huarahi kia kohia mai he pūtea mō tana hōtaka, mō 'Green Roadie'. Ko tōna \$10,000 te rahinga pūtea i kōhi mai ai i te rauhi ā-tini (Rose, 2012).

Pūrata ana te kitea, e kore e tutuki te hōtaka i ngā pūtea o te rauhi ā-tini anahe. Inā whakaarohia te nui o te utu ki te hanga pakiwaituhi, e kore rawa e pahawa i te \$10,000. Erangi he huarahi tēnei e whakamāmā ai te taha ki te pūtea, e whakakao mai ai te tautāwhi o te iwi ki tāu hōtaka. Ka tuia ki tēnā ko te mana motuhaketanga tētahi atu hua ka pua i tēnei huarahi. Ki te angitū te kohinga pūtea, e mea ana tēnā ehara i te mea me riro anahe mā ngā pūtea a te kāwana, mā ngā teihana matua o te pouaka whakaata, mā wai kē atu rainei tō kaupapa e whakaae kia hau atu ki te iwi. Māu tonu, mā te iwi tonu.

6.4.2 He pūtea nō tāwāhi

E ora tonu ai ngā pakiwaituhi o konei, me kimi pūtea ki tāwāhi, me hoko atu nōki i ā tātou hōtaka ki tāwāhi. Koinei ētahi kōrero i kaha whakaputaina e te nuinga o ngā kaiuiui i patapataihia. Hei tā rātou, me hanga tātou i ētahi pakiwaituhi e kaha whakaatu ana i ngā āhuaranga o tēnei whenua, erangi, e taea tonutia ana e ētahi atu iwi o te ao te hoko mai, te whakamāori nōki mai ki ō rātou ake reo. E ai ki a Lealand rāua ko Zanker, e ora ā-pūtea ai ngā pakiwaituhi me mātua pēnei. Ko tā Pouwhare, me kaua rawa tātou e whai kurī noa i ngā pakiwaituhi rongonui mārika o te ao. Me ngoi kē tātou ki te whakaaro ake ki ā tātou ake tauira. Inā pēnei mai te Māori, ko te ao kē ka whai mai i a tātou.

E tautoko katoa ana a Murray i tēnei huarahi kia whai pūtea ai ki tāwāhi. “One way to make stuff work is for the local money to be just one part of the picture, an example of that is The Deadlands⁴⁴”. He kiriata reo Māori a The Deadlands i puta i te tau 2014. Nā Glenn Standring te pūrākau i tito, nā Toa Fraser i tohutohu (The Deadlands, 2014). Ko te nuinga o ngā kaiwhakaari he Māori, ā, i whakaahuatia katoatia te kiriata ki tēnei whenua.

⁴⁴ The Deadlands – He kiriata reo Māori i puta nō te tau 2014. Koinei te whārangi ipurangi hei toro māu kia whakawhānui atu i tō mōhiotanga <http://www.thedeadlandsmovie.com>.

Heoi anō, ehara nā Te Māngai Pāho, nā NZ On Air anahe ngā pūtea tautoko, nā whenua kē ia. Ka mutu he tauira tēnei e taea ana tēnei huarahi.

Kei pēnei tātou ka māmā te tūhaha pūtea mā te pakiwaituhi tamariki, e kāo. He kiriata whawhai a The Deadlands nō reira he waingōhia⁴⁵ noa te whakarata mai i ngā tini iwi o te ao, otirā, he ngāwari noa te hoko atu ki ngā tōpito katoa o te ao. Erangi anō te pakiwaituhi tamariki. He whāiti noa te hunga mātakitaki, ā, ehara i a rātou te pūtea ki te tautoko i ngā pakiwaituhi e rata ana rātou. E rua ngā hunga me mātua whakarata mai e te pakiwaituhi tamariki, ko ngā tamariki, otirā, ko ā rātou mātua nōki. Ko tētahi pakiwaituhi kua tino hau te rongo ki te ao rangiwhāwhā tonu, ko Dora The Explorer. Koia i whiria ko tēnā kiriata hei mātaitai mā tēnei tuhinga.

Hei tāku me whakatonu tātou ki tēnei huarahi, otirā ki te kimi pūtea ki tāwāhi. Kāore au i te whakahē i te oranga o tēnei ara erangi me kaua e noho ko ngā pūtea o tāwāhi, ko te hoko atu rainei i ā tātou hōtaka ki tāwāhi te whāinga matua o te hanga pakiwaituhi Māori. Me noho mātāmua tonu rā ko te reo me ngā āhuaranga Māori hei whāinga matua. Nōku i te hui ā-ao i Marēhia koia ngā tohutohu a tētahi o ngā kaikauhau i reira. Ka kauhau mai a Haji Burhanuddin Md Radzi e pā ana ki tana kamupene Les' Copaque i whakarewangia e rāua ko tana hoa wahine i te tau 2006. Ko te pakiwaituhi tonu te matua o tēnei kaupene.

Our main goal...is to be a media production company that specialises in creating an IP (Intellectual Property) that showcases local talents and Malaysian culture. We also aim to be a platform for young Malaysian talents to showcase their own limitless imagination. We believe that by doing so, we will be the driving force in elevating

⁴⁵ Waingōhia - māmā, ngāwari

the Malaysian media-based industry (Les' Opaque, 2015).

Ko Upin & Ipin tētahi tino pakiwaituhi o te kamupene nei. He pakiwaituhi tamariki mō ētahi māhanga nō Marēhia, arā, ko Upin rāua ko Ipin. Ko tā wawata i te whakaarohanga o tēnei pakiwaituhi ko te hanga i tētahi hōtaka nā te Marēhia, mā te Marēhia, mō te Marēhia. Hei tā, Radzi, koirā anahe te manako i taua wā. Kaua ko te hoko atu i te hōtaka ki tāwāhi kia whai rawa ai. Ka tino rata atu a Marēhia ki a Upin rāua ko Ipin, mea rawa ake ka rata mai te ao. Kua tino whai rawa a Les' Opaque i te hōtaka nei. Heoi anō, ko ngā tohutohu a Radzi ki a mātou i te hui ā-ao, kia kaua rawa e noho mātāmua ko te whai rawa, ko te hoko atu i tō hōtaka hei tuakana ki ō wawata! Me hanga i tētahi hōtaka mō tō iwi ake, mā tō iwi ake, ā, ki te rata mai te ao, kua waimarie te kaupene. Erangi kaua rawa rā e whakaae kia riro mā ēnei whāinga hei arataki i ō mahi. Koia, koia ka tino tautoko au i tēnā. E tino whakapono ana au pēnā e kounga ana te hōtaka, e kounga ana ngā kōrero o roto, ka tino rata mai te tini makiu.

6.5 He huīnga ringarehe, he huīnga reo Māori

Nō taku rukuhanga ki tēnei kaupapa, i pēnei au ko te pūtea anahe te take kāhore e kitea mahatia ana ā tātou ake hōtaka mā te tamariki, erangi e kāo. Puea ake ai te kōrero i a mātou uīnga mō te ruarua, otirā te torutoru o te Māori e mātau ngātahi ana ki te reo Māori me ngā momo mahi o te ao pāpāho. E ai ki a Murray, me uaua ka kimihia ētahi kaituhituhi kōrero tamariki i Aotearoa nei. Kāore rawa nei i te pakari tērā taha o te ao pāpāho whānui tonu i konei. Hei tāna,

...what we really lack, and what I noticed when I was working at TVNZ was writers. That's where there's a real need. Writers for quality children's content. You just can't find those people in New Zealand, its really, really

difficult because the industry isn't there to train them and support them.

Ka pēnei hoki ngā whiunga kōrero a Pouwhare. Ka mate ia ki te penapena tāngata reo Māori e marama katoa ana ki te waihanga hōtaka tamariki. Kotahi anahe te tangata o te hōtaka Kōrero ki Ngā Kararehe e matatau ana ki te reo, ko te kaihopu oro tēnā. Erangi ko te nuinga atu, ko āna kaitoi, ko ngā kaiwhakanekeneke whakaahua, ko ngā kaihonohono whakaaro ehara i te Māori. Ka mutu kāore e whakaaro Māori, kāore e titiro Māori. I te wā i mahia a Kōrero ki Ngā Kararehe i haere a Pouwhare mā ki ngā kura pakiwaituhi i Tāmaki ki te kimi i ētahi Māori erangi auare ake! Haere he rā, haere he marama ka tūpono ētahi Māori e mahi ana i ērā mahi erangi he kūare ki te reo, he kūare ki ngā tikanga. Nō reira, ahakoa tonu he Māori ērā, kāore paku nā i whakaaro Māori, i titiro Māori. E ai ki a Pouwhare,

The problem with our animation stuff was our animators, ehara i te Māori...I would continuously talk to them...[to] camera or [to] sound...they didn't have ears sharp enough to pick up, oh kei te hē tēnei, kei te hē te whakahua i tēnei kupu. We really needed Māori ears, Māori vision and te reo to tell the stories...

Ka hinga katoa a Papa ki tēnei āhua e ruarua noa ana te hunga Māori e mahi ana i tērā ao tae atu rā ki ngā tāngata wāwāhi. Hei tā Papa ko te wawata ia "...kia reo Māori ngā kaimahi i ngā taha e rua o te mahi...Ko te pae tata tēnā...ko te mea noa iho ko te whai i tētahi rōpū, kamupene, rautaki rānei hei tuitui i ērā...wāhanga o te pikitia nui".

Ka mutu nōku e whakarongorongo ana ki ēnei kōrero, ka noho ki te whakaaro ake, me aha te iwi kia pakari ai tēnei haumate o te ao pakiwaituhi Māori. Mēnā e whakapono ana te iwi he mana nui tō te pouaka

ki te whakaako, ki te whakatairanga i te reo Māori, me whakapono nōki kia Māori rawa nei te āhua o te kai ka whāngaihia. Heoi anō, e Māori ai ngā kai, me Māori ngā kaimahi, me matatau ki te reo Māori, me tohunga ki āna mahi pakiwaituhi nōki. Ka whakamoea ēnā āhuaranga, ka whānau mai ko te hua nui ki a tātou.

Ko tētahi pātai hei whakaarotanga mā te iwi, me pēhea tātou te iwi Māori e whakatupu mai ai i ngā ringarehe, i ngā kaitoi, i ngā kaiwāwāhi arā noa atu o te ao pakiwaituhi? Me whakapau pūtea ki tētahi kaupapa ki tētahi rautaki rainei e whakatupu mai ai i ngā nanakia o tēnei ao. Mā tētahi rautaki pēnei nei ka ora nui nei te iwi Māori whānui tonu. Mā tētahi rautaki pēnei nei, ka noho mana motuhake ngā pakiwaituhi a te Māori ki ngā ringa anahe o te Māori. Hore rawa nei e riro mā te Pākehā ā tātou kōrero e waituhi, ā tātou kaupapa e hanga he kore mōhio nō te Māori. Ko tōna mutunga he pūkenga ki te ao pāpāho Māori e whakaputaina ana he hua nā te Māori mō te Māori mā te Māori. Ko tōna otinga he oranga nui ki te iwi Māori whānui tonu. He pātai nui ēnei otirā he whakaaro nui ēnei e kore nei e tutuki i tēnei rangahau. Heoi, mā te aha i te whakapuaki whakaaro me kore noa e tūpono te ngākau hīkaka kia riro mai ai tēnei hei rangahautanga māna.

6.6 Whakakapi upoko

Kātahi te kāhui tohunga ko tēnei. E hia kē nei ngā kuru pounamu i tākoha mai ki tēnei rangahau i ā rātou kōrero, i ā rātou whakautu. Mei kore ko rātou, mei iho ko rātou. Mārama ana te kitea i ngā kōrero kua puta ko te pūtea me te moroiti o te hunga Māori e mōhio ana ki ngā mahi o te pakiwaituhi ngā tino take kāhore e kitea mahatia ana i Aotearoa nei. Kua whakatakoto au i ētahi wero hei kai mā te hinengaro, hei whakaarotanga ā tōna wā. Ka aha tātou ki te patu i ēnei āhuaranga e kaupare ana i tā tātou āhei ki te whakaputa pakiwaituhi mā te kōhungahunga? Koirā kē te pātai nui.

UPOKO TUAWHITU

Hītari Tohu– Tōra Mātātoa

Nō te 14 o Ākuhata i te tau 2000 i whakapāoho atu te hōtaka a Dora the Explorer nā Valerie Walsh Valdes rātou ko Chris Gifford ko Eric Weiner (Rock, n.d.). He pakiwaituhi mā te kōhungahunga, mō te kōhungahunga. Ka aru te kaimātakitaki i a Dora (te kiriwaituhi matua) me ana hoa i ā rātou haerenga, i ā rātou mahinga ki mea wāhi. He Latina a Dora, ā, e 7 ana tau. He reo rua te hōtaka nei, me kī rā, ko te Īngarihi me te Pāniora ngā reo ka rangona. Kua rongonui mārika a Dora the Explorer ki ngā tōpito katoa o te ao. Hei tā Rock (n.d.), kua whakamāorihia te hōtaka nei ki ngā whenua e toru tekau ki ō rātou ake reo. Nō te tau 2014, ka whakamāorihia te hōtaka ki konei, ki Aotearoa nei ki te reo Māori. I mātakitaki au, i hītari au i ngā hōtaka 10 o te terenga tuarua i whakamāorihia e Papa mā. Ko Tōra Mātātoa te hōtaka i whakaputaina e rātou. Ka mutu, ka āta kōrerohia aku kitenga i ērā tātaringa o te pakiwaituhi nā.

Kāhore au e āta wewete i ia hōtaka i mātakina, erangi ka whakarāpopoto i ngā kōrero matua, i ngā kitenga aporei i hopukina e hau kia kōrero ngātahi ai ki tēnei wāhanga o te tuhinga. Ka mutu hei wāhi ake, ka whakatakoto noa au i ngā āhua o ia kiriwaituhi, ka tahuri ai ki te whakatakotoranga o te hōtaka. Hei whakatepe ake i tēnei wāhanga ka kōrerohia ngā tikanga me ngā ehunga Māori ka tino kitea ka tino rangona i te pakiwaituhi nei.

7.1 Kāhui kiriwaituhi o Tōra

Tōra rāua Pūtu

He poto, he parauri te makawe o Tōra. Ko ōna whatu me tōna kiri, he parauri nōki. Ka mau tīhate māwhero a ia, ā, ko ana tarau he karaka. He hū ōna, he tōkena ōna. Nā te āhua o ana kaka me ana hū, kua mōhio te

kaimātakitaki e rite ana te kōtiro nei ki tētahi haerenga hōpara. Ka pīkau a Tōra i tana pēke waiporoporo ki ngā wāhi katoa e haere ai ia. Ko te ingoa o tana pēke ko Pīkau tonu. Taihoa rā e āta whakamāramahia atu ko wai ia a Pīkau kei raro iho nei. Hei tā Murray, ko tētahi painga rawa o te pakiwaituhi nei ko te hanga tonu o Tōra, me kī rā, mei kore ake a Tōra i te kōtiro Māori, me he kōtiro Māori. Heoi anō rā, ahakoa tonu taua āhuaranga ōna, i te mutunga iho ehara a Tōra i te Māori. Ka mutu, me whakatonu tātou ki ēnei whakapae kei riro noa mā ēnei momo tātou e kōrero.

He tino kaha a Tōra, me uaua kē ka matakū. He ngoi tana whāwhā, tana aruaru i ngā āhuaranga hou. Koia i tapaina ko te ingoa o tēnei hōtaka ko Tōra Mātātoa. Ko tana tino hoa ko Pūtu. He makimaki āhua kiwikiwi a Pūtu, ā, he māwhero tana puku. Ka mau pūtu whero te makimaki nei, koia i hua mai ai ko Pūtu hei ingoa mōna. He teina iho a Pūtu i a Tōra, ka mutu he poto iho, he paku iho. Kāhore i te pērā rawa te kaha a Pūtu tēnā i tērā a Tōra. I ētahi wā ka matakū, ka pōuri rainei. Ka kaha mau a Pūtu i te ringa o Tōra, i ētahi wā ka tū i muri i a ia. Heoi anō, i ētahi wā, ka huri a Tōra ki a Pūtu hei āwhina, ā, ka riro kē māna e arataki. Hei kō ake nei tātou āta ruku ai ki ngā āhuaranga ka puta i te tokorua nei i ā rāua haerenga.

Pīkau rāua Mahere

I te nuinga o te hōtaka ka noho mū a Pīkau. Heoi anō, tērā tētahi wāhanga ka ora mai a ia, ka werohia te kaimātakitaki kia whiria te taputapu tika i a ia. Ka whakaatu atu a Pīkau i ētahi taputapu e 5, e 6 rainei hei whiringa mā te kaimātakitaki. Kotahi anahe e tika ana. Ko taua taputapu nā, ka āwhina i a Tōra ki te whakatutuki i te mahi kei mua i te aroaro.

Ko te nohoanga a Mahere, ko te pūkoro o Pīkau. Ka āta whakamāramahia e Mahere te huarahi tika e tatū pai atu ai a Tōra mā ki te pae tawhiti o te hōtaka. E toru ngā pae whakatata matua o taua huarahi, ā, mā Mahere nei aua pae whakatata nā e whakamārama atu ki te kaimātakitaki. Takarure ake nei, takarure ake nei a Mahere i te huarahi ahu whakamua kia titi mārika ai ki te hinengaro o te kaimātakitaki. Me pērā rawa te āhua ki ngā kōhungahunga. Ko te auau tohutohu tētahi huarahi ka whāia e te kaitito a Valdes (n.d.) me tana tamāhine. Hei tāna, "I use the idea of the map to get her from A to B...if we are going to the beach to go swimming we follow the steps. If we are baking a cake, I break the process down into steps. By giving kids cues as to what is going to happen, it makes them more likely to want to stay tuned in". Nō reira, koia nei tā Mahere, he tō i te aro o te kaimātakitaki kia mau roa ā te mutunga noa o te hōtaka.

Tāhae

He pōkiha a Tāhae. He parauri me te mā ana huruhuru. Whakaahuangia ai te pōkiha hei nanakia, hei tinihanga, hei māminga i ngā kōrero pūrākau o te ao puta noa. Ka mutu ko ia te nanakia o te hōtaka nei. Kua whai karapu kahurangi ōna ringaringa, kua whai ārai kanohi tana mata hei tohu atu, hei whakaatu atu i aua āhuaranga ōna. Ka kaha whānako a Tāhae i ngā rawa a ētahi atu, ka hunaia ai e ia. Taihoa ake rā, e āta kōrerohia ēnei mahi māminga āna.

Tīkou

He kirera a Tīkou. Ka kōrero Pāniora anahe a ia, horekau ōna reo Īngarihi. E rua ōna tino take ki te hōtaka nei, he whāngai i te reo Pāniora, ā, he whakakōrero i a Dora mā ki te reo Pāniora ka tahi. Ka rua, ko Tīkou te tohunga hautū waka, motokā mai, waka mai, poti mai, pahikara mai, waka rererangi mai. Ka mutu, ki te tūpono ki te kirera nei e hautū ana i tētahi o ana waka, koia te wā ka whakangungu, ka whakahau ki te kaimātakitaki i

ngā tikanga haumarū o te waka pēnei i te whītiki i te tātua. He tino hōa a Tīkou ki a Tōra rāua ko Pūtu, ā, mei kore tana āwhina i ā rāua haerenga.

Te Pēne

Nāku anō tēnei kāhui i tapa ki Te Pēne. He ngata, he poraka, he kōhiti ka whakatangitangi taonga pūoro inā tutuki i a Tōra mā tētahi mahi. Ka puta wawe noa te kāhui nei ki te whakatangitangi i tētahi waiata poto rawa noa kia mōhio ai kua tutuki, kua ea.

7.2 Taiao pakiwaituhi o Tōra

I te nuinga o ngā hōtaka, kei waho a Tōra mā. Ka mutu, ka kaha kitea ko ngā rākau, ko ngā maunga, ko ngā roto, ko ngā kararehe, ko ngā kapua ko te aha atu, ko te aha atu. Ko ngā tū rākau ka kitea, he kokonati, he nati, he pāma, he panana, he tiakarete. I ētahi hōtaka ka kuhu a Dora mā ki rō whare, erangi me uaua ka pēnei. He tino rerekē te āhua o ngā whare o Tōra Mātātoa i te āhua o ō tātou whare ki konei. He tino Amerika ki te tonga te hanga o ngā whare nā.

Dora's home...is a verdant landscape with tropical trees and green hills. Dora's family house has a Spanish tile roof and the walls around its door and window are painted with turquoise design. The landscape and animal clues...seem to locate the show in Mexico or South America (Chappell, 2013, p. 127).

Ko ngā kararehe a Tōra, he tohu anō ki te kaimātakitaki, kei Amerika ki te tonga a Tōra mā. Ko ngā tū kararehe o te hōtaka, he makimaki, he pōkiha, he kirera, he mokomoko, he kau, he mokoihuroa. Ahakoa e mōhio ana tātou o Aotearoa nei ki aua momo kararehe, ā, he kau ā tātou, he

mokomoko ā tātou ki konei, he tino rerekē te āhua o ngā kau me ngā mokomoko a Tōra i ā tātou nei e mōhiotia ana.

Kei te kite ā tātou tamariki i a rātou anō rā roto mai i ngā taiao pakiwaituhi o Tōra? E kāo. Ko tētahi tino hua o ngā hōtaka pēnei nei i a Tōra, otirā, ngā hōtaka nā iwi kē, ko te whakaako kupu hou mō ngā tū kararehe me ngā tū āhuaranga o te taiao me uaua ka kitea ki konei. Ko te whakawhānui ake i tō te tamaiti mōhioranga ki te ao rangiwhāwhā tonu. Me kaua rawa tātou e whakawhāiti i tō te tamaiti mōhioranga ki ō tātou ake. Erangi, pohewangia te taiao pakiwaituhi kikī ana i te nīkau, i te harakeke, i te pōhutukawa, i te tūī, i te kōkako, i te aha atu rainei. E ai ki a Zanker i tā māua uiui,

We need to let our children dream dreams of their own culture. They need to look at television and recognise things that are their own, reflecting their families, their own societies, their own local communities so when they look at television it's not 'over there'...when that happens, 'over there' becomes so much more important in their minds than where they are actually living and breathing and growing and dreaming.

Ki tā te titiro Māori, ko te taiao ko te tīmatatanga me te whakamutunga o ngā mea katoa. Tē taea te wete, te motu rainei te hononga o te Māori ki tana taiao. Waihoki rā, ehara i te mea ka whakapapa anahe te Māori ki ōna tūpuna ake, erangi e taea ana e ia te whakapapa atu ki ōna maunga, ki ōna awa, ki ōna moana, ki ōna waka. Inā tonoa te Māori kia kōrero mōna anō, kāhore e kore ko tana maunga, ko tana awa, ko tana waka ngā tuatahinga ka taka i tana waha. Ka whakamāramahia e Royal (2010) te here o te Māori ki tana taiao kia pēnei,

The world is a vast family, and humans are children of earth and sky, and cousins to all living things. Such unity

means that nature is the ultimate teacher about life. True tangata whenua can speak authoritatively about the world they inhabit - the animals, plants, weather patterns and natural rhythms of life (p. 9).

Me whakapau riaka tātou ki te whakaatu atu ki te tamaiti tōna anō ao i ngā pakiwaituhi. Ki te kite a ia i tana maunga, i tana awa, i ana rākau ka nui ake pea te mana o aua tūtohu whenua ōna ki a ia anō. Otirā, ka tino taea e ia te tū rangatira mai me te kōrero mō tana taiao, kua ko te taiao o tētahi atu.

7.3 Whakatakotoranga hōtaka o Tōra

"Tōra! Pūtu! Hoake Tōra. Do do Tōra, do, do Tōra, Tōra, Tōra, Tōra Mātātoa. Pūtu me te kōtiro mātātoa. Kia āwhina mai koe, tīkina tō pīkau! Hoake! Kōkiri! Vamanos! Māu e ārahi. Do do Tōra, do do Tōra, kua e tāhae, kua e tāhae, auē! Tōra Mātātoa" (Takatū Associates Limited, 2014). Koinei te waiata ka waiatahia i ngā tohu whakapuaki o te pakiwaituhi nei. Ka tīmata ki ngā tatau o tētahi rūma i te whare kia tae rā anō te kāmera ki te rorohiko kei roto i te rūma nā. Ehara tēnei ruma i te pakiwaituhi, he rūma tūturu. Ka tae ana ki te rorohiko, ka pakiwaituhi mai te hanga o te hōtaka, ka kite i a Tōra mā e waiata ana. Ka mutu, he kēmu rorohiko a Tōra, anō ko te hunga mātakitaki, ngā hautū o taua kēmu nā. Ka mutu ana te waiata ka whakairingia te taitara 'Dora the Explorer', ā, ka nuku te pokapū ki runga i te taitara nei, ka kōwhiringia kia hoake ki te kaupapa o te rā. Ahakoa kua whakamāorihia te hōtaka 'Dora the Explorer' kia 'Tōra Mātātoa', kei te kite tonu i te 'Dora the Explorer' i runga i te pouaka whakaata. Koinei tētahi pakeketanga o te whakamāori i ngā pakiwaituhi ā ētahi atu. Kāhore e whakaaengia kia rawekehia ngā pikitia. Ka whakaaengia kia raweke anahe te reo ki tō ake reo. Ka mutu, ahakoa kei te rongo ā tātou tamariki i tō rātou nā reo, kei te kite tonu i te reo o tētahi atu.

Ka whakatau mai a Tōra rāua ko Pūtu i te kaimātakitaki ka toko ake ai te wero o te rangi. Whai mai i te wero nā, ko te pae tawhiti me tae atu rāua e whakatutuki ai i taua wero nā. Ka tonono a Tōra i te kaimātakitaki kia āwhina i a rāua ko Pūtu ki te whakatutuki i ngā mahi o te rā. Ka kōrero a Tōra ki te kaimātakitaki mai i te tīmatatanga o te hōtaka tae noa ki te mutunga iho. Ka kaha pātai, ka kaha mihia nōki te kaimātakitaki. Koia tētahi tino āhuaranga o te hōtaka nei, ko te kōrero, ko te akiaki ki te kaimātakitaki. "Dora the Explorer is a ground-breaking children's show, in part because it incorporates play-along viewing and interaction in every episode" (Nick Jr., 2015). Ka whakaae katoa a Lealand, ko tētahi pou matua o ngā hōtaka mā te kōhungahunga ko te kōrero a ngā kiriwaituhi, a ngā kaitātaki ki te tamaiti e mātakitaki atu ana.

Ka puta ana te wero o te rā, ka karangahia a Mahere kia whakamōhiotia atu te ahu whakamua ki te pae tawhiti. Kia mōhio rā ki te huarahi hei whāinga, ka hoake a Tōra mā. Hōtaka atu, hōtaka mai ka tūpono rātou ki ētahi raruraru nō rātou e takahi ana i te ara. I te hōtaka tuatahi ka kite a Tōra mā i ētahi punua kararehe kua puta i te kōhanga. He pī, he pōpokorua, he pīpī. Ka pātai a Tōra ki te kaimātakitaki ki te whakahoki i ngā punua kararehe ki ngā kōhanga, ki ngā kāinga e tika ana mō rātou. Ka nukuhia te pokapū ka kōwhiringia te punua kararehe kia tōia ki te kāinga tika, anō ko te kaimātakitaki te kaitō i te pokapū nā. I te hōtaka tuatoru, ka tae a Tōra rāua ko Pūtu ki tētahi pātū nunui. Me piki rāua i te arawhata e peke atu ai i te pātū nei. Heoi anō, kua pāwhati ētahi o ngā kaupae o te arawhata, ā, e takoto ana ki te papa. Ka tonono te kaimātakitaki kia tatauhia ngā kaupae e ngaro ana, kātahi ka pātai a Tōra kia whakahokia ngā kaupae kei te papa ki te arawhata kia whakatikaina ai. Nā te whakatikahanga rātou peke atu ai i te pātū.

Ki te tūpono atu ki te pōkiha māminga, ki a Tāhae, ka toko ake he raruraru anō. Ko tā Tāhae he whānako i ngā rawa a Tōra mā, ka hunaia aua rawa nā kia kore e kitea anō. Ko ngā kupu rongonui a Tāhae i ia hōtaka, ko ēnei nā, "kua tūreiti! E kore e kitea anō!" Ko tā te kaimātakitaki i aua wā nā he kimi i te rawa i whānakohia e Tāhae. I te hōtaka tuarua, ka tūpono a Tōra mā ki a Tāhae i a rātou e haere ana mā runga i te waka o Tīkou. Ka whānako a Tāhae i te wīra hautū o tō Tīkou waka, ka whiua ki rō ngahere. Ka tonoa te kaimātakitaki kia kimihia te wīra hautū, erangi, e hia kē nei ngā wīra i te ngahere. Ka mutu, me rapu, me whiriwhiri i te wīra e tika ana. E ai ki a Nick Jr. (2015), "Swiper serves an important curriculum role, as he always sets up our hidden picture games".

Kia tutuki tētahi wero i a Tōra me te kaimātakitaki, ka nui tana mihi, ka rere tana whakanui ki te kaimātakitaki. "Ngā mihi i tō āwhina! Ka ngangaro! Ngā mihi i tō tatau! Kāti tonu koe! Mei kore ake koe i tutuki ai! Ka rawe to āwhina mai i a Pūtu" (Takatū Associates Limited, 2014). Koia katoa ngā momo mihi ka rere i a Tōra ki te hunga mātakitaki i te tutukihanga o tētahi mahi. Kia tae rā anō a Tōra mā ki te pae tawhiti, ki te whāinga nui o te hōtaka ka mihi mārika a Tōra ki te kaimātakitaki. Kia tutuki rā anō ngā manako o te hōtaka, ka waiata a Tōra mā i tētahi waiata e whakanui ana i te angitū o te mahi. Ka riro mā tēnei waiata hei whakakapi ake i te hōtaka. Ka paku rerekē ētahi o ngā kupu o te waiata i ia hōtaka kia hāngai mārika ki ngā mahi i tutuki i taua hōtaka tonu. Ahakoa tonu ngā paku rerekētanga, he rite tonu te hari, he rite tonu te rangi. Ka mutu ana te waiata, ka uia te kaimātakitaki e Tōra mō te mahi tino pai rawa atu ki a ia o te rangi, ka whāki ai a Tōra i te mahi tino pai rawa atu ki a ia.

Dora's creators...built in multiple opportunities for children to speak back to the characters and engage in...physical activities. The desired outcome of such a strategy is to make the viewer feel even closer to the characters, as if he or she is inhabiting and exploring Dora's world alongside her (Chappell, 2013, p. 124).

Koia katoa te āhua whakatakoto o te pakiwaituhi nei, o Tōra. Rā atu, rā mai, koia ko te whakatakotoranga o ia hōtaka. Ko ngā kōrero o roto, ko ngā whāinga o roto, ko ngā wero o roto, ko ngā haerenga o roto anahe te āhuaranga ka rerekē. Kei te kite tātou he māmā, he ngāwari te whakatakotoranga o Tōra Mātātoa, ā, e tika ana kia pēnei mā te kōhungahunga.

7.4 He kura huna

Kua kōrerohia ngā kiriwaituhi o Tōra, kua kōrerohia tōna taiao me te whakatakotoranga o te pakiwaituhi nā. Ki konei tātou, hōhonu ai te ruku ki te huhura i ngā kura huna me ngā hāngaitanga o te pakiwaituhi nei ki a tāua te Māori.

7.4.1 Tuakana/teina

Ka tīmata ki a Tōra rāua ko Pūtu. Inā whakaarohia te tokorua nei, ko te āhuaranga Māori ka pihi ake mai i te whakaaro ko tēnei mea te tuakana me te teina. E hia kē nei ngā kōrero me ngā tikanga mō taua tikanga a tātou. Ko tētahi tongi ka maharatia ko "Tuakana kūmara, teina tuku marumarū" (J. Tuaupiki, personal communication, 2010). Hei tā Tuaupiki, he rīwai Māori te tuku marumarū. He rerekē tōna hanga ki tā te rīwai Pākehā. He maha rawa atu ngā puare kei tōna mata me he karu rikiriki ōna, me he taringa areare ōna. Ko te whakaritenga o tēnei ki te tangata, ko ngā kanohi hōmiromiro me nga taringa matatea o te teina e hopu ana i ngā pūkenga o te tuakana. Koia mārika ko te āhua o Tōra rāua ko Pūtu. I te nuinga o ngā hōtaka, ko Tōra te kaiarataki, ko Tōra te kaikōrero, ko Tōra te kaitakawaenga me he tuakana. Kei tōna taha a Pūtu e ako ana i a ia, e whakarongo ana ki a ia, e āwhina ana i a ia.

I te hōtaka tuawhitu, ka kawea atu a Mahere e tētahi manu nunui ki tōna kōhanga i tētahi maunga tiketike. Ko te whāinga matua o taua hōtaka ko te tae atu ki taua maunga tiketike ki te tiki i a Mahere. Ko te mea kē ia, rawa a Tōra rāua ko Pūtu i mōhio ki te huarahi tika e tae atu ai rāua ki a Mahere, nō te mea ka riro mā Mahere tonu aua whakamārama nā i ngā hōtaka katoa. Ka mutu, ka whakaarohia e Tōra kia tuhia tā rāua ake mahere kia tae atu ai ki te maunga tiketike. Ka kitea te kārangirangi o Pūtu i te rirohanga atu o Mahere, he kore mōhio nōna ki te huarahi e tika ana. Kāhore a Pūtu e kaha kōrero i tēnei hōtaka. Heoi anō tāna, he aru i ngā tohutohu a Tōra. E hōmiromiro ana ōna kanohi, e matatea ana ōna taringa ki ngā mahi a tōna tuakana me he teina tuku marumaru ia.

He tikanga anō tā te tongi kei runga ake nā. I te wā a ō tātou tūpuna, ko te kūmara tētahi tino kai hei horanga mā te tēpū. Ka tae atu ki te hākari, ka tū ana ngā pewa i te maha o tēnei hua. Heoti rā, me uaua kē ka kitea te rahinga o tēnei momo ki ngā hākari o āiane. He pakupaku noa iho ngā kūmara ki te tēpū, he maha ake ngā rīwai kua horangia. He aha i pēnei ai? E aua! Nā te pakeke o te whakatupu, nā te rahinga o te utu pea ētahi take ka nanao atu te ringa o hoko ki te rīwai. Ka mutu he kākahu tēnei tongi mō te teina. He tohu nōki ki a tātou, i ētahi wā me riro kē mā te teina ngā mahi a te tuakana. I roto i ngā mahi a te taumata, ko tā te teina, he hopu atu i ngā mahuetanga o tana tuakana. Ka mutu, āe mārika he mana tō te tuakana, ā, he mana anō tō te teina. I te hōtaka tuaiwa, ka tākaro poiwhana a Tōra mā ki tētahi tīma mokonui. Ko te whāinga ko te whana i te pōro e panuku ai ki te neti. Ka aukatingia te anga whakamua ki a Tōra mā e te tīma mokonui. Heoi anō, ko Pūtu te kaitākaro ka pana i te pōro me te hipa atu i te tīma tauwhāinga nā. Rawa i taea e Tōra nā te mea i karapotingia a ia e ngā mokonui. Koinā tētahi tauira o te teina e ārahi ana i te tuakana rā roto mai i te pakiwaituhi nei, i a Tōra Mātātoa.

7.4.2 Manaakitanga/whanaungatanga/aroha

Ko te manaakitanga, ko te whanaungatanga me te whakaaro nui ki te tangata ētahi atu ehunga ka tino kitea rā roto mai i te pakiwaituhi nei. E ai ki a Mead (2003), "All tikanga are underpinned by the high value placed upon manaakitanga - nurturing relationships, looking after people, and being very careful about how others are treated...Aroha is an essential part of manaakitanga and is an expected dimension of whanaungatanga" (p. 29). He pekanga tonu ēnei āhuaranga o tēnei mea te tuakana me te teina. Hōtaka atu, hōtaka mai, ko tā Tōra rāua ko Pūtu he āwhina, he manaaki i tētahi atu, ahakoa ko wai.

Ka āwhina a Tōra rāua ko Pūtu i tētahi punua kurī ki te kimi i ōna mātua i te hōtaka tuangahuru. Ka rapua ngā mātua o te punua kurī nei, erangi kei tērā atu taha rā anō o te awa. Ka mutu, nā ngā manaaki, nā ngā āwhina a Tōra rāua ko Pūtu te punua kurī nei i whakawhiti ai i te awa kia tūtaki anō ki ōna mātua. I te hōtaka tuatahi, ko tā Tōra me Pūtu he whakaaraara i ō rāua hoa o te ngahere ki te paroro nui e haere atu ana! Ka whakamahiti ngoi rāua ki te whakamataara ake i ō rāua hoa kia kore ai rātou e mākū i te ua ka heke i te paroro nui nā. I te hōtaka tuawhitu ka takahuri ngā merengi ki a Tīkou, ka tonoa a ia e Tōra me te kaimātakitaki kia pekea ngā merengi nā. Ahakoa ngā mahi tinihanga a Tāhae, ko ia tonu tētahi i whai whakaaro ai ki tētahi atu i te hōtaka tuangahuru. Ko te kirihīmete te matū o tēnā hōtaka. Ko tā Tōra rāua ko Pūtu he hari i te koha nā rāua mā Hanakoko ki a ia ki te Pouaho Raki⁴⁶. I te waeanganui hōtaka ka puta mai a Tāhae ki te whānako i te koha mā Hanakoko. Ko tā Pūtu, "Taihoa Tāhae! Mā Hanakoko tēnā! Ki te kore e tae atu ki a ia, kāore pea ia e whai koha i tēnei kirihīmete!" (Takatū Associates Limited, 2014). I te nuinga o te wā, kāhore a Tāhae e paku aro atu ki aua momo kōrero erangi i tēnei hōtaka ka whakaaro ia ki a Hanakoko, ka whakahokia te koha ki a Tōra rāua ko Pūtu! Ka mutu, te mahi a te tauira o te manaaki me te whakaaro nui ki te tangata i te pakiwaituhi nei. Koia nei tētahi matua o Tōra Mātātoa, koia

⁴⁶ Pouaho Raki - North Pole

nei tētahi mātāpono nui ka whakaakona e ia. E ai ki a Benton rātou ko Frame ko Meredith (2012) kāhore he iwi kei tua atu i te Māori i Poronēhia mō te manaaki. Ka mutu e taea ana te kī, he nui te hāngaitanga o tēnei ehunga o Tōra ki a tāua Māori.

7.4.3 Ko te reo

Inā te nui o ngā raruraru me ngā wero ka rokohina atu e Dora mā, erangi, inā nōki te nui o ngā akoranga ka ākona e te kaimātakitaki i aua raruraru nā. Ko ngā tino pūkenga ka whakaakona e te pakiwaituhi nei ko te reo, (Māori mai, Pāniora mai), ko te pāngarau, ko te waiata, ko te whakapakari tinana, ko te whakatonu, ko te haumaru, ko te whakaaro nui ki tētahi atu, ko te manaaki nōki, arā noa atu! Ko te kīwaha tonu tētahi atu ehunga Māori o te Tōra Mātātoa nei ka kitea. Ka whakamāramahia e Papa, ko tā rātou i te mahi whakamāori, he kukume i te ahurea Māori ki roto i te pakiwaituhi. Nō reira, ko te kīwaha, ko te kupu whakarite ētahi āhuaranga i taea ai e rātou te kukume ki roto. Hei tā Papa, he huarahi whakaora kīwaha te pakiwaituhi,

Ko te kīwaha tētehi āhuratanga o te reo i tere ngaro i te ngaronga o te reo i tētehi whakatipuranga. Ko te kōrero o ia rā, o ia rā. Koinei tētehi o ngā painga o ēnei pakiwaituhi, ko te horopaki e kitea ana, ko ngā whakaahua e tautoko ana i te reo e rangona ana. Nō reira, kāore he huarahi whakaako i kō atu i te whakamahinga o te kīwaha i roto i te horopaki tika.

E tautoko mārika ana au i tēnei painga o te pakiwaituhi nei. E hia kē nei ngā kīwaha kua ākona e hau i a Tōra. Ko tētahi kīwaha ka kaha whakamahia e Tōra ko te "kāti tonu koe". Nā te āhua o te tuku i tēnei kīwaha, ka wawe te māramahia, aue, he mihi kē tēnei kīwaha. Erangi, ki te kite te tangata i tēnei kīwaha i runga i te pepa, ka pēnei pea te nuinga,

e mea ana, kāti! Whakamutua tēnā! Ka mutu, koia kei te pakiwaituhi ki te whakaako kīwaha ki ngā tamariki, i ngā horopaki rerekē, otirā, i ngā horopaki e tika ana.

I te tīmatanga o tēnei rangahau rawa au i whakapono ka nui ake te mana o te reo Māori ki te tamaiti inā kōrero Māori mai a Tōra. Kātahi te pōhēhē nui ko tēnā. Nō te whakapāohotanga tuatahi o Tōra Mātātoa, ka whakaritea taku tamāhine ki mua i te pouaka whakaata. Rawa au i whāki ki a ia mō te Tōra Mātātoa kōrero Māori nei, kia tino kite au i tana āhua nō te tirohanga, nō te whakarongohanga tuatahinga atu. Ka tīmata te waiata o Tōra, ka harikoakoa a ia, ka tahuri mai ki a au me te kī, "Māmā, Māmā! Ko Tōra". Ka noho ka mātakitaki, ka whakarongorongo ka kite au i te rangirua i a ia. Ka tahuri mai anō ki a au me tana whakamīharo mō te kōrero Māori a Tōra mā. Tū ana ōna pewa, putē ana ōna whatu, ko tāna ki a au, "Ai! Māmā, Māmā! E kōrero Māori ana a Tōra pēnei i a au!" Nā tana whakamīharo, nā tana rata ki te kōrero Māori a Tōra mā i rerekē ai ōku whakaaro me te whakapono atu, āe mārika! Ka nui ake te mana o te reo Māori ki te kōhungahunga inā kōrero Māori mai a Tōra. E rongonui mārika ana tēnei hōtaka, nō reira, kua mutu te whakaratarata mai i te hunga mātakitaki. E nui kē ana te hiahiatia o tēnei hōtaka, e nui kē ana te mātakitakihia o tēnei hōtaka. E whakapono ana a Papa ka piki ake te wāriu o te reo Māori i roto i te ngākau o te tamaiti, inā rongo i te reo Māori ki te taha o ēnei momo pakiwaituhi. Ka whakaaro rātou, 'aue, he mana tō te reo Māori i te ao whānui tonu'. Nō te kitenga i te āhua o taku tamāhine i te wā i mātaki i a Tōra Mātātoa, ka tautoko mārika au i taua whakapae āna. Otirā, hei tā Papa, ki te tahuri mai tētahi tamaiti horekau ōna reo Māori ki te mātakitaki i a Tōra Mātātoa, ki te tupu rainei te hiahia i roto i a ia ki te ako i ētahi kupu, kua tino angitū te kaupapa, kua tino whai mana te reo Māori i tēnā.

Ko Tōra Mātātoa te pakiwaituhi tuatahi ka rangona te reo Māori me te reo Pāniora e rere ngātahi ana. Ko tā Papa me reo maha, me reo tini ngā

tamariki o ēnei wā nei, ā, me kua rawa tātou e whakawhāiti ā tātou tamariki ki te reo ruatanga, me kī rā ki te reo Māori me te reo Pākehā. Ko tā Papa whakapae "ki te whai ētahi tamariki Māori i ētahi atu reo, ko taku whakapono, ka nui kē atu tō rātou aroha ki tō rātou ake reo". Ka nui taku tautāwhi i tēnā whakaaro ōna mō te reo mahatanga. Koirā tētahi o aku tino whāinga me aku tamariki, kia nui atu rā ō rātou reo i te reo Māori me te reo Pākehā. Heoi anō me āta whakaaro e tātou tēnei kaupapa. Ki te hanga ā tātou ake hōtaka me whakapeto korou noa ki te reo Māori kia kounga rawa? Me whai rainei kia reo maha te kaupapa? He aha ngā reo ka whāngaihia? He aha te reo ka tino whai hua ki ā tātou tamariki? He pātai nui ēnei otirā he whakaaro nui ēnei e kore nei e tutuki i tēnei rangahau. Heoi, mā te aha i te whakapuaki whakaaro me kore noa e tūpono te tangata hihiri kia riro mai ai tēnei hei rangahautanga māna.

7.4.4 Hanumitanga

Nōku ka mātakitaki i a Tōra Mātātoa ka whakaaro ake he aha rawa tēnei pakiwaituhi? He pakiwaituhi Amerikana? He pakiwaituhi Latina rainei? Pēnā he pakiwaituhi Amerikana he aha i Latina ai te kiriwaituhi matua? He aha i whai reo Pāniora ai? Pēnā he pakiwaituhi Latina, he aha i kōrero Pākehā ai i te nuinga o te hōtaka? Ka pupū ake ēnei momo uiui katoa i a au e mātakitaki ana. Haere nā te wā, ka rokohina atu e hau ko ngā tuhinga nā Bhabha mō tēnei mea te hanumitanga⁴⁷. Ko te hanumitanga ko te tūhonohonotanga o ētahi ahurea, o ētahi iwi e rua kia kotahi ai te hanga (Bhabha, 1994). Ka ngaro ngā tuakiritanga ake o tēnā ahurea, o tēnā ahurea kia puta ai he ahurea anō, otirā he ahurea kua whakahanumihia. Koia nei tā Meredith (1998) whakamāramahia mō te hanumitanga, "hybridity is the process by which the colonial governing authority undertakes to translate the identity of the colonised (the *Other*) within a singular universal framework, but then fails producing something familiar but new" (p. 2).

⁴⁷ Hanumitanga - Hybridity - Tirohia Bhabha, H. K. (1994). *The location of culture*. London: New York: Routledge.

Ko tētahi atu whakaaro o Bhabha ka haere ngātahi me te hanumitanga, ko te whānautanga mai o tētahi ao kē⁴⁸ o tētahi ahurea kē, o tētahi tuakiri kē. Ka mutu, ko taua ao kē nā, ko te nohoanga o te hanumitanga ka puta i te tūhononga o ngā ahurea e rua. Ki ahau nei he hanumitanga te pakiwaituhi a Dora the Explorer o te ahurea Amerikana me te ahurea Latina. Ehara kau noa i te pakiwaituhi Amerikana, ehara nōki i te pakiwaituhi Latina erangi kua whakamoea aua ahurea e rua kia puta ai he ahurea e kawea tonutia ana ētahi ehunga o te Amerikana me te Latina nōki. Kei taua ao kē nā a Dora the Explorer. Kei te waengarahi te pakiwaituhi nei o te Amerikana me te Latina. Kāhore e noho pū ana ki tētahi o ngā ahurea nā, erangi kei te wāhi whakaroto, kei te wāhi e āhua ōrite ana te tawhiti i ngā taha e rua.

Ka tae ana ki te whakamāorihanga o tēnei pakiwaituhi, ki a Tōra Mātātoa kua whānau mai he ao kē anō i waho atu i te ao, i te ahurea i whānau mai i te hanumitanga o Dora the Explorer. Ka tūhonohono ko te reo Māori ki a Dora the Explorer e puta ai ko Tōra Mātātoa. Kua hanumi katoa ko te ahurea Amerikana ki te ahurea Latina me te ahurea Māori nōki. E hoa mā, kua hanumi te hanumi. Kua hore e whai wāhi mai ngā ahurea tūturu, ngā ahurea ake a te Amerikana, a te Latina tae noa mai ki a tātou te Māori. Ka whakaae tātou kia hanumi noa ā tātou ake ehunga ki ngā ehunga ā ētahi atu rā roto mai i ngā hōtaka ka whāngaihia ki ngā tamariki? Me tūpato tātou, me whakatonu tātou kei ngaro katoa te tuakiritanga ake o te Māori. Tuia ki tēnei, hei tā Murray e taea ana te kī, ko ēnei momo hōtaka he whakawhāiti i tō te tamaiti tuakiritanga, i tō te tamaiti pohewatanga..."of course you look at globalisation and colonisation...you could say that that's (Dora the Explorer) a colonisation of the imagination of children". He whakaaro nui ēnei me āta rangahau e tētahi kia tino mārama ai tātou he aha ngā hua ka puta i te hanumitanga? Ko ēnei whakaaro kua whakatakotohia e hau kei ngā kahu tonu o te wai. Inā noa te rētō o tēnei

⁴⁸ Ao kē - Third space - Tirohia Bhabha Bhabha, H. K. (1994). *The location of culture*. London, United Kingdom: Routledge.

kaupapa tē rukuhia e tēnei tuhinga. Erangi kua whakahuapae hei whakaarohanga mā tētahi e kawē atu hei rangahautanga māna.

7.5 Whakakapi upoko

Ko te nuinga o ngā tikanga, ko te nuinga o ngā mātāpono rā roto i a Tōra Mātātoa he mātāpono, he tikanga e hāngai ana ki ngā iwi katoa ahakoa nō hea. Hei tāku, kia eke rā anō ngā pakiwaituhi mā ā tātou kōhungahunga ki taumata kē noa atu, me kaha tātou ki te whakauru atu i ngā tikanga ake me ngā mātāpono ake e nui ana ki te Māori. Otirā, he aha ia ngā mātāpono e hiahia ana tātou ki te whāngai? He aha rawa ngā ehunga o tō tātou ahurea e manako ana ki te tuku? He aha oti ngā tikanga e whakaaro ana ki te whakamātau? Kei te upoko e whai ake nei ētahi whakaaro ōku hei whakautu i aua pātai nā.

UPOKO TUAWARU

He Hōtaka nā te Māori, mā te Māori, mō te Māori

Kua roa nei au e whakaaro ana he aha rawa te kaupapa ka whiria hei pakiwaituhi māku? Ka noho, ka whakaaro ki ngā tino kaupapa o te Māori, otirā, o te kōhungahunga Māori. Ka huatau mai ko te kōhanga reo. Kāhore he kaupapa kei tua atu i te kōhanga reo hei whakaritenga ki te tamaiti Māori ka mātakitaki mai i tēnei pakiwaituhi. E ai ki te ruri a Tatauranga Aotearoa i te tau 2010, 20.4% te kōhungahunga Māori kei roto i ngā kōhanga reo (Statistics New Zealand, 2010). E rua anahe ngā kōhanga reo i Aotearoa nei i tōna tīmatatanga i ngā tau 1980, erangi kua nuku atu i te whā rau ono tekau i āiane huri noa i te motu puta atu rā ki Ahitereiria (Te Kōhanga Reo Nātional Trust, 2013). Kei te kōhanga reo taku tamāhine i tēnei wā tonu, ka mutu inā noa te nui o ngā tauira hei kōrerohanga, hei titonga māku. Kua oti kē te here o te kaimātakitaki ki te kaupapa, kua oti kē te mārama o te kaimātakitaki ki te kaupapa. Kia hoki rā anō ki ngā whakaaro o Rabiger (2006), me titiro te kaitito ki a ia anō kia whai kōrero, kia whai kaupapa māna. Nō reira, koia i whakatau ai ko te kōhanga reo hei kaupapa mō te pakiwaituhi ka hangaia e hau.

He aha ia te kaupapa o te kōhanga reo? Ko ngā whāinga matua o te rautaki kōhanga reo, ko te whakamana i te reo me ōna tikanga ka tahi. Ka rua ko te whakamana i te mokopuna me te whānau. Ka toru ko te whakamana i te kaupapa (Te Kōhanga Reo Nātional Trust, 2013). E ai ki a Tīmoti Kāretu (Access Productions, Tangata Whenua Television, Te Kōhanga Reo Trust, Ministry of Education, & Learning Media, 2000), "ko tāku kē mō te whakamana i te tamaiti...he tino tautoko i a ia kia tū whakahīhī. Kaua e whakamanamana, kaua e whakapehapeha engari kia tū whakahīhī...i tērā, kua whakamanahia e tātou taua tamaiti rā". Tuia ki tēnā ko ngā whakaaro o Tāmāti Reedy e mea ana, "ka whānau mai te mokopuna me tōna mana...ko tā tātou he whakakaha ake kia kore rawa e tāmāte te mana o tēnā tamaiti" (Access Productions et al., 2000). Ka mutu,

ki te whai tētahi pakiwaituhi i te kaupapa o te kōhanga reo, mōku ake, he tino tautoko tēnā i ā tātou mokopuna. Ko taku whakapono, ki te kite te mokopuna i tētahi pakiwaituhi kōhanga reo ki runga i te pouaka whakaata, ka whakahīhi katoa a ia, ka whakaaro ake, 'Ai! Ka haere nōki au ki te kōhanga reo pēnā i a Pipi mā'. Ka whakamana nōki taua kaupapa ōna ki tōna ake kāinga.

Ko Te Whāriki te marautanga mō ngā mokopuna o Aotearoa nō reira ka whakatakoto au i ngā kōrero matua mō tēnei rautaki. Ka riro mā ēnei āhuaranga o te marautanga nei taku pakiwaituhi e ārahi. Ko ngā taumata whakahirahira o Te Whāriki mō ngā kōhanga reo ko te Mana Atua, ko te Mana Reo, ko te Mana Tangata, ko te Mana Whenua me te Mana Aotūroa (Learning Media & Ministry of Education, 1996). I ahu mai te whakaaro mō te Mana Atua i ngā kōrero a tāuiki. Otirā, ko te Mana Atua ko te whakatōnga o te atua ki roto i te tangata. Nā tō tātou tupuna tonu, nā Tāne Mahuta te hā o te atua i whakatō ki te tangata tuatahi o te ao, ki a Hineahuone (Access Productions et al., 2000). Ka mutu ko te tikanga o tēnei wāhanga o Te Whāriki, ko te motuhaketanga, ko te atua o te mokopuna. E ai ki a Reedy (2013) "This is the development of personal well-being in the child, through an understanding of their own uniqueness and divine "specialness"" (p. 47). Ko tā ngā kōhanga reo, ko tā ngā kaiako he whakamihi, he whakanui i te mokopuna i roto i āna mahi kia hikitia tana mauri. Ko ngā tūmanako ia o te Mana Atua ko te whakaako ki te mokopuna ko te rangimārie, ko te whakapono, ko te aroha, ko te manaaki, ko te atawhai, ko te koa me te hirahira (Learning Media & Ministry of Education, 1996).

Ko te Mana Tangata ko te whakarangatiranga o tō te tamaiti whakapapa me tō te tamaiti whānau. Koia nei te wāhanga o te marautanga e whakaako atu ai ki ngā mokopuna he aha rawa ngā rerekētanga e kīia ai he tangata tātou. He whakanui i tōna hekenga i ngā kāwai rangatira o ōna mātua tūpuna. Otirā, he whakatinanatanga i te kōrero "he kākano ahau i

ruia mai i Rangiātea, e kore au e ngaro" (Access Productions et al., 2000; Learning Media & Ministry of Education, 1996). Ko aua mātāpono anō, arā, ko te aroha, ko te rangimārie, ko te whakaponono ngā mātāpono matua o tēnei wāhanga.

Ko te Mana Reo ko te whakamana tonu i tō tātou nei reo. Me mōhio te mokopuna ki tōna ao, ki te ao Māori, ki te ao o āiane me te ao o āpōpō mā te reo Māori tonu (Access Productions et al., 2000). Ko ngā tūmanako ia o tēnei wāhanga, ko te mātau o te tamaiti ki te whakahua tika i te kupu, ko te whakatakoto tika i te kupu me tōna mātau anō ki te rangatiratanga o tōna anō reo.

Ko te Mana Whenua ko te "...whakatipuranga...o te mana motuhake, te mana tūrangawaewae, me te mana toi whenua o te tangata" (Learning Media & Ministry of Education, 1996, p. 36). Ko ngā wawata ia o tēnei wāhanga kia mōhio te tamaiti ki ōna tūrangawaewae, ki ōna marae, ki ngā pēpeha nōki a ōna iwi. Kia mōhio nōki ki te mana o te whenua, ki te mana o ngā awa, otirā, ki te mana o tōna taiao whānui tonu. Ka whānau ana te pēpi ka motuhia te pito e hono ana te pēpi ki te māmā. Ko te whenua tonu te ingoa o tēnei pito me ōna parapara katoa. Ka tanumia te whenua nei ki te whenua, me kī rā ki a Papa. Koia tonu ia te here o te tangata ki tōna whenua, ki tōna taiao.

Ko te Mana Aotūroa ko te whakahihiko i tō te tamaiti hiahia ki te rangahau, otirā, ki te whāwhā i ngā āhuaranga hou ki a ia. Ka tino hōparangia, ka tino rangahauhia tōna anō taiao kia mātau rawa a ia ki a ia anō. Ka rangahauhia ngā momo taonga o tōna anō ao, arā, ngā kararehe, ngā ngārara, ngā rākau, ngā whenua, ngā whetū, ngā ika arā noa atu. Ka rangahauhia, ka tirohia nōki te ao kei waho atu i a ia. He whakatenatena tēnei wāhanga o te marautanga e whakatupu ai te pohewatanga o te tamaiti kia rere arorangi ōna whakaaro me tōna hinengaro (Access

Productions et al., 2000; Learning Media & Ministry of Education, 1996; Reedy, 2013). Ko ēnei kōrero katoa kua whakahuapae mai ki runga ake nā, ko te tūāpapa o te kōhanga reo. Otirā ko aua momo mana i kōrerohia ko ngā pou matua o te whakaako mokopuna e tū ai te whare o te kōhanga reo. Ka mutu, ko aua pou tonu nā ko ngā pou ka whakatūtūngia taku whare whakaaro mō tētahi pakiwaituhi Māori.

Hei tāpiri ki ēnā whakaaro, e hia kē mai nei ngā tauria pai i roto i te pakiwaituhi a Tōra Mātātoa. Kua hia tau nei taua pakiwaituhi nā e whakapāoho atu ana, ā, kua hia whenua nei e mātakitakihia ana. Kei te kōrero tonutia, kei te mātakitaki tonutia, kei te hiahia tonutia. Koia te tohu nui e tika ana te mahi, ko te whakamaunga tonu o tō te tamaiti aro mō ngā reanga e hia kē nei. Ka mutu, tērā ētahi āhuaranga o Tōra Mātātoa ka kukume mai ki tēnei pakiwaituhi āku.

Ko te toenga atu o tēnei upoko, he ruku ki te rētōtanga o te pakiwaituhi ka hangaia e hau. Ka mutu, ka āta whakatakoto i ētahi kōrero mō ia kiriwaituhi hei kō ake nei. Ka āta kōrero i ngā taiao pakiwaituhi matua e toru o te pakiwaituhi nei, ā, hei whakatepe ake ka whakamārama au i te whakatakotoranga o te pakiwaituhi, me ngā wāhanga matua o ia hōtaka. Ko te manako ia, kia tae ki te mutunga o tēnei wāhanga, e rere arorangi ana ōu whakaaro mō te pitomata o tēnei whakaaro ōku. Kua hiahia ki te whakaatu atu i tēnei pakiwaituhi ki āu tamariki. Ki te pērā, kua angitū tēnei whakaaro hei pakiwaituhi mā tātou.

8.1 Pipi Mā



Waituhinga 4: He Pakiwaituhi Māori

Ko te ingoa o taku pakiwaituhi ko Pipi Mā. Ka whāia ko te kiriwaituhi matua (ko Pipi) rātou ko ana hoa katoa i ā rātou mahinga i te kōhanga reo. Tokowhā ngā kiriwaituhi matua o Pipi Mā. He tamariki te katoa, ā, tokorua he kōhine, tokorua he tama. Ko Pipi rātou ko Riha ko Tītoki ko Hura te kāhui kiriwaituhi o tēnei pakiwaituhi. He pakiwaituhi whakaako tēnei, ka mutu ko ngā mātauranga ka whāngaihia ko te pāngarau, ko te reo, ko te tikanga, ko te haumaru, ko te waiata, ko te kanikani, ko te korikori tinana, arā noa atu.

I ia wiki, i ia wiki ka noho pū te pakiwaituhi nei ki tētahi kaupapa. Arā, hei tētahi wiki ka āta kōrerohia ngā āhuaranga o te māra. Hei tētahi wiki anō ka kōrerohia ngā āhuaranga o te ahi. Hei tētahi wiki anō ka kōrerohia ngā

āhuaranga o tētahi atua, te mea te mea te mea. He kaiako taku māmā ki tētahi kōhanga reo i Tāmaki-makau-rau, nō reira i noho māua ki te whakawhitiwhiti whakaaro mō tēnei mea te kōhanga reo. Ka whakamāramahia mai te āhuaranga o tōna kōhanga, ngā mahi ka mahia e rātou, waihoki rā ko ngā mahi ka mahia e ngā tamariki. Ka kī mai ia, e whā ngā kaupapa matua o te tau ka aronuitia e rātou. I te nuinga o te wā ka whāia ko ngā wāhanga o te tau me ngā kōrero e hāngai ana ki taua wāhanga nā. Tōna tekau wiki te roa ki tētahi kaupapa ka tahuri ai ki kaupapa kē. Nō reira ka whāia tēnei tauira e Pipi Mā, ā, ka mau ki aua kaupapa mō te wiki katoa kia titi mārika ki te hinengaro o te tamaiti. Ko te painga o te whai i tēnei tauira, ko te āta whāngai me te auau o te kōrero e tere mau ai i ngā kōhungahunga.

Heoi anō, koirā te matū o te pakiwaituhi nei, otirā, ko te kōhanga reo me ngā tini kaupapa o roto. Ka kaha whakamātau au ki te whakanui i ngā mātāpono me ngā tūmanako o Te Whāriki. Waihoki, ki te whakanui i ngā kōrero me ngā kura kua puta i tēnei rangahau. Ka mutu, e whai ake nei ko ngā pitopito kōrero mō ngā kiriwaituhi, mō ngā taiao pakiwaituhi me te whakatakotoranga o Pipi Mā.

8.2 Kāhui kiriwaituhi



Waituhinga 5: Pipi

Ko Pipi tēnei. Ko ia te kiriwaituhi matua o tēnei hōtaka. Nā taku tamāhine tēnei kiriwaituhi i tapa ki te ingoa ‘Pipi’. He rata pea nōna ki te pipi i whiria ai ko Pipi hei ingoa mōna, e aua hoki. Erangi, i ngā tuhinga tuatahinga o te kāhui kiriwaituhi nei, ka whakaaturia ki taku tamāhine. Ka tūtohia e ia te kiriwaituhi nei ki tana matimati me te pātai mai, “māmā, ko wai tēnei?”. Ko tāku ki a ia, “māu e tapa e kō”. Nā konā te ingoa Pipi i hua mai ai.

Tōna toru tau te kaumātuatanga o Pipi. He kōtiro tēnei ka kaha mātoro i ngā āhuaranga hou ki a ia, me uuaa kē ka matakū. He kōtiro marae, he kōtiro māhaki. Ka tino tiakina e ia ōna hoa, ā, ki te tū tētahi raru i waenganui i ōna hoa, ka riro māna aua raru nā e whakatau. Ki te tūpono

rātou ko ōna hoa i tētahi pakeketanga i ā rātou mahinga, ka aratakina e ia ana hoa kia puta ai ki te ao mārama. Otirā, he kaiārahi a Pipi, he manu taki i te kāhui.

Ko ngā tino taonga a Pipi, ko ana poi, arā, ko Piu rāua ko Kuru. Pūrangiaho ana te kitea he ingoa ērā i takea mai i te āhua o te poi. Me kī rā, ka piua te poi e te ringa, ka kurua te poi e te ringa. Ko te kupu kuru nei, he kupu anō mō te whiu. Ka mutu, i whiria taua kupu hei ingoa mō tētahi o ngā poi kia tangata whenua anō ai taua kupu ki tō tāua nei reo. Ko tā ngā poi nei i te hōtaka, he whakanui i te kaupapa me te mahi o te rā kua tutuki. Ka akiaki a Pipi i ngā kaimātakitaki ki te tiki i ā rātou ake poi i te kāinga, kia arumia ngā tauira ka patua e ia ki ana poi. Ki te whakauru i ētahi mahinga pēnei nei, me kī rā, he mahinga e taea nōki ana e te kaimātakitaki, ka whakaaro pea, he tino hononga ōna ki a Pipi mā i te mahi ngātahi nei, otirā, he tino take ōna ki te pakiwaituhi nei. Ehara i te mea ka noho noa ngā tamariki ki te mātakitaki i te pouaka whakaata, erangi kua tū ki te korikori, kua kōrero ki te āwhina i a Pipi mā.

Ko te whakanikoniko kanohi pai ki taku tamāhine ko te moko kauae. He rite tonu te tā i te moko ki tana kauae nōna i te kōhanga. I ētahi pō, ka tangi hotuhotu kia kaua e uwhiuwhi kei horoia tana moko, kei mukua tana moko e te wai. Inā kite a ia i ahau e whakapaipai kanohi ana, ka tautī mai me te patipati kia whakapaipaihia tana kanohi ki ngā panipani me ngā rīpitiki⁴⁹, ā, me mātua whai moko a ia. Ka mutu, koia mārika te take kua whai moko a Pipi, he tino pārekareka nō taku tamāhine ki tērā momo whakanikoniko. He nui ngā whatu o ngā kiriwaituhi katoa, hāunga i a Tītoki. He whakarite tērā ki te putē o ngā whatu, ki te pūkana o ngā whatu o te Māori.

⁴⁹ Ripitiki - Lipstick

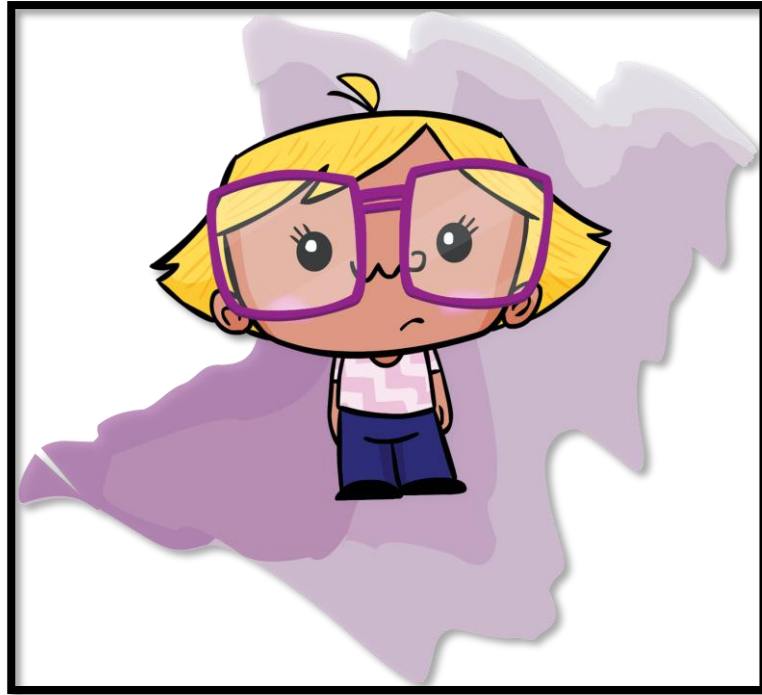


Waituhinga 6: Riha

Ko Riha tēnei. Ko ia te tungāne o Pipi. I whakaaro au kia kimihia tētahi kupu anō mō te 'iti' hei ingoa mō te kiriwaituhi nei. He iti nōna ōku whakaaro i pērā ai. Ka mutu, i tirohia te papakupu, ā, i kōwhiringia tētahi kupu kāhore e kaha whakamahia ana e te nuinga. Kua māori katoa, kua waia katoa te kupu 'iti' me te 'paku' ki a tāua te Māori, ka mutu he huarahi tēnei e hahu ake anō ai i ngā kupu kua tanumia ki te rua o wareware. Nā konā te ingoa Riha i hua mai ai. E mārama katoa ana ahau ko te whakamahinga ka rangona whānuitia mō te kupu riha, ko ngā hēki o te kutu kei ngā huruhuru o te mātenga. I te whākinga o te ingoa nei ki taku tamāhine, ka pukukata ia, he pōhēhē nōna ko te momo kutu kē tāku e kōrerohia nā. Ka whakamārama ai ki a ia he kupu anō te riha mō te iti, ka taka te kapa. Nō reria, he huarahi nōki tēnei e whakaatu atu ai ki ngā tamariki i ngā tikanga maha o tētahi kupu kotahi.

Kotahi tau te kaumātuatanga o Riha. Pēnā i ngā pēpi kei tēnei kaumātuatanga, ka kaha whāwhā, ka kaha whakamātau, ka kaha matawai a Riha i ngā mea katoa kei mua tonu i te aroaro. Kāhore anō ia kia tino mōhio he aha ngā mea me whāwhā, he aha nōki ngā mea me waiho! Ka mutu, koirā tana tino take ki tēnei hōtaka. He whakaako ki ngā tamariki e mātakitaki ana, ki te pēnei au, ka puta tēnei hua. Ki te noho tēpu a Riha, ka whakamōhio atu a Pipi ki a ia i te hē o taua mahi. Waihoki rā, ki te whāwhā ia ki te pū hiko o te pātū, ka whakamārama a Pipi ki a ia i te hua ka puta. Ko ngā kupu rongonui a Pipi mā ka auau ki a Riha i ia hōtaka ko ēnei nā, "me tūpato e Riha, me whakatonu koe". Mā ēnei mahi a Riha, ka ako ngā kaimātakitaki i ngā tini hua ka puta i tētahi mahinga.

Kua whai tīpare a Riha kia mōhio mārika ai ngā kaimātakitaki, he Māori ia. Ko te tīpare tētahi āhuaranga ka kitea rawatia i ngā mahi haka, ka mutu, koia tētahi tohu ki te tamaiti kei te mātaki a ia i a ia anō. Ko tētahi atu take i whakaaro ake au ki te tīpare, ko te tino rata o taku tamāhine ki tēnei momo whakakai. Koia te kaka ka kaha tīkina e ia mai i te pouaka takaaro hei kuhunga mōna.



Waituhinga 7: Tītoki

Ko Tītoki tēnei. Ko ia te hoa takatāpui o Pipi. Tōna toru tau nōki tana kaumātuatanga, erangi he teina ake i a Pipi. Ka noho puku a Tītoki i te nuinga o te wā, ā, ka whai kurī noa a ia i a Pipi mā, he whakamā nōna. Heoi anō, tērā ētahi wā ka riro māna te kāhui e ārahi, ka riro māna ngā pakeketanga e whakangāwari. Ka tūwhitia te hopo, ka patua te whakamā kia tātakina e ia tana kāhui. Erangi, e hore koe e mōhio āwhea a Tītoki tū ai hei kaiārahi. Nā tēnā āhuaranga ōna i hua mai ai ko te ingoa nei, ko Tītoki. He whakarite ki te rākau tītoki. Tērā te kīwaha 'hei te tau tītoki' ka rukea ki te tangata kāhore e kitea mahatia ana, ā, kāhore koe e mōhio ana hei āwhea kourua tūtaki anō ai. Koia nōki te āhua o te pua o tēnei rākau. Ka pua poka noa te tītoki, ehara i te mea he rite tonu te puanga i ia kōanga. Kāhore te tangata e mōhio hei āwhea te rākau pua mai ai. Koia katoa te ahunga mai o te ingoa Tītoki nei. He whakarite ki te puanga o ōna whakaaro, o ōna kare ā-roto, o āna tohutohu hei ngā wā tītoki o te pakiwaituhi nei.

He Pākehā aku karani pāpā, ā, he Māori aku karani māmā. Nā ēnei taumautanga o te Māori me te Pākehā, kua tino kiritea taku whānau. Ko te nuinga o ngā tamariki kei te kōhanga o taku tamāhine, he pērā anō. Ko taku tamāhine nōki he urukehu, he kiritea, ā, he kahurangi ōna whatu. Nā konā au i whakaaro ai kia waihangahia tētahi kiriwaituhi kiritea hei whakarite i tērā āhuaranga o te iwi Māori i te ao hurihuri nei.

Ko te tauira o tana tīhate, ko te ara poutama. He tohu anō tēnei ki te kaimātakitaki, he Māori a Tītoki ā, kei te mātaki a ia i a ia anō. Kitea ai tēnei tauira ki ngā tukutuku o te wharehau kei ngā marae. Ko te tikanga o te tauira nei, o te poutama, ko te mātauranga, ko te ako, ko ngā piki me ngā heke nōki o taua ao. He pakiwaituhi mātauranga tēnei. He pakiwaituhi ako tamariki tēnei. Ka mutu e tika ana ko te poutama hei tauira mō tōna tīhate. Ko ōna mōwhiti he whakakaha noa i te āhua whakamā ōna, otirā, he waiporoporo me he hua o te rākau tītoki.



Waituhinga 8: Hura

Ko Hura te kaumātua rawa o te hunga nei. E whā ōna tau. He tama tino hihiri, he tama mātātoa a Hura. Ka hurahura haere, ka whaiwhai haere, ka ketuketu haere i ngā mea e tino pīrangihia ana e ia. Koia i tapaina ai ki te ingoa Hura. I ētahi wā, ka tere mahi ia i tētahi mahi, he hihiko nō te ngākau i poka pēnā ai, ā, kāhore e āta whakaaro i mua i te mahia. Ehara i te mea ka mahi poka noa i runga i te ngākau nanakia, i te wairua tinihanga, kāhore. He manahau noa nōna i pēnā ai. Erangi i ētahi wā, ka whakaaro anahe a Hura ki a Hura anō, kaua ki tana kāhui me ngā āhuaranga ka pāngia ki a rātou i te putanga o ana mahinga.

Tērā tētahi tama i te kōhanga o taku tamāhine e pēnei ana. Ka wawe mahia e ia tētahi mahi me te kore e whai whakaaro ki te hua ka puta i taua mahi. Hei tauira, ka tino rata te tama nei ki ngā waka rererangi. Ka mutu, hangaia ai e ia he waka rererangi ki te pepa kia rere i te hau. E rua ngā wā kua tae atu au ki te kōhanga ki te tiki i taku tamāhine, ka tutuki te ihu o

tana waka ki taku kanohi, ki taku mātenga. He kore whakaaro nōna i tuki ai ki ahau. I rō whare mātou i aua tuinga. Nō reira, rawa te tama nei i whakaaro kia puta ki waho ki te whakarere i tana waka. Rawa i whakaaro kia kaua e tukuna te waka kia rere nō te tangata ka kuhu atu ki te whare. Ana, nā tēnei tama i te kōhanga o taku tamāhine, ka pua mai ai ko te kiriwaituhi nei, ko Hura.

Ko ia te mangumangu o te kāhui nei. Ka mutu, kua whai kiritea te pakiwaituhi nei i te Tītoki nā, kua whai kiri paraone i a Pipi rāua ko Riha, ana, kua whai mangumangu i te Hura nei. E whakaatu atu ana tēnā ki te tamaiti, ehara i te mea he Māori ake te mangumangu i te kiritea, waihoki rā te kiritea i te kiri paraone. Erangi, he ehunga rerekē tō tēnā Māori, tō tēnā Māori, tō tēnā Māori, ā, mā te toto Māori e Māori ai te tangata. Kaua ko tōna āhua a waho.

Kua whakarākei tōna mātenga ki ētahi rau o te manu. Koia tētahi āhuaranga ka kaha kitea i ngā kapa haka, ko te whakakai kahukura. Kua whakakai nōki tana kakī ki te pounamu, he tohu nui anō o te Māoritanga. He hōhā nōku ki ngā kōrero heahea a taku tamaiti mō ngā tae mā te kōtiro me ngā tae mā te tama i māwhero ai ana tarau. Ki te kite taku tamāhine i te tama e kai aihikirīmi rōpere ana, ka kī ia, "māmā, e kai ana ia i te aihikirīmi kōtiro"! Kāore paku nei ia mō te mau kaka kahurangi, kaka whero, kaka pango rainei, nō te mea hei tāna, "he kaka tama ēnā nā te tae". Ka katakata ia ki te kite i tētahi tama e mau kaka māwhero ana. Ko tāku ki a ia, nā wai hoki tāu! Ki te tino rata te tama ki te tae māwhero, hei aha māu te whakatoi. Ehara i te kōtiro anahe taua tae! Waihoki rā, ki te tino kōingo te kōtiro ki te kahurangi, hei aha māu te kapekape⁵⁰! Ehara i te tama anahe taua tae. Nā ēnei whakaaro rorirori katoa ōna i māwhero ai ngā tarau o Hura. He turaki i te pōhēhē nui, mā te kōtiro anahe ētahi tae, mā te tama anahe ētahi tae. He aha hoki!

⁵⁰ Kapekape - whakatoi.

8.3 Taiao pakiwaituhi

E toru ngā taiao pakiwaituhi kua whakaritea hei tirohanga mā tātou. Ko ēnei taiao pakiwaituhi nei ko ngā taiao matua o Pipi Mā. He pakiwaituhitanga o te kōhanga, o te papa tākaro me tētahi wāhanga o roto mai i te whare. Ki konei au āta whakatakoto kōrero ai mō ia pikitia me ngā take e pēnā ana, e pēnā ana te ehunga o ia pikitia nā.

8.3.1 Te kōhanga reo



Waituhinga 9: Te Kōhanga Reo

Koia nei ko te tirohanga whārarahi o te kōhanga reo o Pipi Mā. E kite ana tātou i te kuhunga me te whare kei mua tonu i te aroaro, kei te wāhi whakaroto. He whakarite te hanga o taua whare ki ngā wharenuī ka kitea ki ngā marae maha puta noa i te motu. E karapotia ana te kōhanga e te taiepa kua hangaia ki te rākau. Ka mutu, kua whakamarae te āhua o tēnei

kōhanga reo kia mōhio mārika mai te kaimātakitaki, he Māori te āhua o tēnei wāhi, otirā, he Māori te ehunga o tēnei pakiwaituhi.

Kei muri i te whare nā ko Kaurera te maunga nunui. I whakaaro au kia whai wāhi mai ai tētahi maunga nui i te pakiwaituhi nei kia hāngai ai ki ērā kōrero kei te wāhanga 7.2, otirā, kia whāia tonutia ērā taumata o Te Whāriki, me kī, ko te Mana Whenua. Ko ngā kōrero ērā mō te hononga o te Māori ki tōna taiao. Ki te kōrero te Māori mōna anō, ko ōna tūtohu whenua, ko ōna tūpuna nōki ngā āhuaranga ōna ka kōrero tuatahia (Royal, 2010). I a Mead (2003) ka kōrero mō te hononga o te Māori ki tōna taiao, otirā, ko ōna maunga, ka mea mai he tino tapu, he mana nui tō ngā maunga o te Māori.

...Relationships between people and places are reflected in different names...Mountains are always named and become symbols of identity so that the name of the chief and of the tribe or sub-tribe is associated with a mountain. The enduring quality of a mountain, its prominence in the landscape and its image of strength are qualities that chiefs should ideally possess. Mountains have a measure of tapu and are given great respect (Mead, 2003, p. 67).

Nō reira he tōata tēnei maunga i ngā tini maunga o ngā tamariki, o ngā mokopuna Māori. Otirā, he tōata mō te tuakiritanga ake o te Māori. He tōrehu nōki mō te kaha, mō te mana, mō te rangatiratanga, mō te whakahīhī arā noa atu. Kia hoki rā ki ngā kōrero a Mead e mea ana, me whakapau kaha te rangatira kia rite a ia ki tōna maunga whakahirahira e tū rangatira ai, e tū whakahīhī ai. Ko te tikanga o te ingoa Kaurera, ko te teitei, ko te nunui. Ka mutu, e toru pea ngā tino take o Kaurera i te pakiwaituhi nei. Ka tahi he tōata i ngā maunga o te Māori. Ka rua, he tōrehu i ngā āhuaranga o te rangatira. Ka toru, he whakatenatena ā-tōrehu

nei ki a Pipi mā kia kakea ngā wero nunui, ngā pakeketanga kaurera kia eke rā anō ki te karamatamata o angitū.

Kikī ana te whenua i ngā tupu o Aotearoa nei, arā, he harakeke, he toitoi, he tī kōuka, he rātā. He tōata anō ēnei momo tupu ki ngā āhuaranga taiao ka kitea ki Aotearoa nei. Tuia ki tēnā, he whakanui anō i te mana o tōna whenua me te mana o tōna taiao Māori nei. Kei te katau o te taiepa tomo ko tētahi māra kai. Koirā tētahi kaupapa e whakapono ana au me mātua whai wāhi ki ngā kōhanga reo me ngā kura. Me ako te tamaiti ki ngā āhuaranga o te tupu kai. Nā konā hoki, ka tino whai hononga ki tōna ao, ki tōna whenua anō hoki. Kei muri i te māra ko te papa tākaro, ā, koia ko te wāhanga e whai ake nei.

8.3.2 Te papa tākaro



Waituhinga 10: Te Papa Tākaro

Ko te papa tākaro ko te mahi pārekareka katoa ki ngā tamariki. Ka omaoma, ka tārere, ka aruaru hoa. Mōhio pū ana au, inā whakaae te kōhanga reo o taku tamāhine kia noho ia ki te papa tākaro i ia hāora o ia rangi i ia wiki, ka pērā rawa a ia! Ko te painga o te papa tākaro, koirā te wāhi ka tino ako ngā tamariki i a rātou anō. Ko te papa tākaro tētahi wāhi e tino whakatinanahia ai ko ngā manako o te Mana Aotūroa me te Mana Atua. Arā, kia kaha ki te whāwhā, kia kaha ki te whakamātau, kia kaha nōki ki te manaaki me te atawhai i ētahi atu. Koia i taiao pakiwaituhi matua nei te papa tākaro i a Pipi Mā.

Kei te kitea tonutia te whare me te maunga kei te whakatemuri o te pikitia. Kei te kitea tonutia ngā tū rākau me ngā momo tupu. I te kitenga o aua mea nā, kua mōhio te kaimātakitaki kei hea te papa tākaro i te kōhanga reo. He kōtuinga i tēnei pikitia ki ērā atu mō te pakiwaituhi nei.

8.3.3 Te akomanga



Waituhinga 11: Te Akomanga

He kokona tēnei o te whare kei te kōhanga reo o Pipi Mā. Nōku e whakaaro ana ki ētahi whakanikoniko hei whakakai i tēnei whare, ka mahara au ki ngā kōhanga maha kua tae atu au. Kitea ai ngā mahi a ngā tamariki ki ngā pakitara o aua kōhanga nā, ko ā rātou mahi toi, ko ā rātou tuhinga, ko ā rātou kōrero. Tērā he pae kikī tonu i te pukapuka, tērā nōki ngā tēpū hora tonu i ngā taputapu toi. Ko ngā momo tae ka kaha kitea, he tae mumura, he tae pūahoaho, he tae kanapu. Ka arahina katoatia aku whakaaro e ēnei kitenga āku.

Ka wāhi ake ngā whakamārama ki te pātū whakatemuri o te rūma nei, arā, te pātū Tangaroa nā. Koinei tētahi huarahi e whakanui ai i te kaupapa o te hōtaka. Ko te whakatau ia, ka rerekē te kaupapa i runga i taua pātū i ia wiki, i ia rua wiki rainei kia whakanuia te kaupapa o taua wiki nā. Inā noa atu ngā kaupapa e taea ana, ko ngā atua, ko ngā wāhanga o te tau, ko te taiao, ko ngā whetū, ko te whenua. Mēnā ko Tangaroa te kaupapa matua,

ka āta kōrerohia ōna āhuaranga. Ka tākina tōna whakapapa. Ka whakaakona nōki ngā momo hua a Tangaroa, otirā, ngā kai, ngā ika, ngā tupu moana. Ka kōrerohia ngā tikanga haumarū e pā ana ki te kaukau, ki te marumarū, ki ngā kaka tika hei ārai i ngā hihi o te rā i a koe kei tātahi. Ka wānangahia ngā tikanga mā runga poti. Ka whakaakona ngā tikanga me ngā āhuaranga o te ruku kai moana me te hī ngohi, arā noa atu. Koinei i 'Tangaroa' ai te āhua o te pātū whakatemuri o te rūma nei. I tohua te kaitoi kia tuhia ngā pikitia ki ngā pātū anō nei nā ngā kaiako me ngā tamariki tonu i mahi. Ka mutu, koia e pēnei nei te āhua o ngā tuhinga. Me te mea nei kua tīkina he paraihe ka peita ai ki runga i ngā pātū.

I te tuhinga tuatahinga i hangaia ai e te kaitoi he pae pukapuka. Nō taku kitenga atu i taua pae pukapuka nā i whakaaro au, ai, tēnā pea ka rawe tēnei pae pukapuka hei kiriwaituhi anō ki tēnei pakiwaituhi. Ka wāhanga matua rainei ki te whakatakotoranga o te pakiwaituhi. Kāore au i kōrero mōna i te wāhanga 8.1, erangi ka nui pea ngā hua inā whakakiriwaituhi mai te pae pukapuka nei. Ki te pērā, ka whakanuia ngā pukapuka, ka whakanuia tēnei mea te mātauranga me te rangahau, ka whakanuia te pohewatanga o te tamaiti. Manohi anō, ko te mate kē nā tētahi ringa toi ngā kiriwaituhi, nā tētahi anō ngā taiao, ka tino rerekē te āhua o te pae pukapuka i a Pipi mā. Heoi anō, ka whakairinga tēnei hei whakaarotanga māku kei tua i tēnei tuhinga, ka whakawhānui ake pea hei te tohu kairangi.

Kei te kitea tonutia te maunga, kei te kitea tonutia te tupu harakeke. I te kitenga atu o aua mea nā, ka kāpuia ko tēnei pikitia taiao ki ērā atu pikitia taiao e rua mō te pakiwaituhi nei. He hononga tō tēnā ki tēnā, tō tēnā ki tēnā. E mara mā e, koia ko te pakiwaituhi o Pipi Mā e!

8.4 Whakatakotoranga pakiwaituhi

E ono ngā wāhanga matua o Pipi Mā ka whāia hei whakatakotoranga mā ia hōtaka. Kua kōtuia katoahia ko aku kitenga i te kōhanga reo o taku tamāhine ki ngā tauira rā roto mai i a Tōra, otirā, rā roto mai i ētahi atu pakiwaituhi kōhungahunga nōki, tae noa rā ki ngā hua i puta i aku tukanga rangahau o tēnei tuhinga. Ko te tino tauira e whāia ana, kia ngahau, kia māmā, kia ngāwari, kia whakaako te pakiwaituhi nei. Kei raro iho nei ko aua wāhanga e ono nā.

8.4.1 Wā karakia

Ka tīmata te hōtaka nei ki te wā karakia, ki te taha o ngā kaiako. Ka mutu ana te karakia ka kōrerohia te kaupapa o te rā. Otirā ka kōrerohia tētahi āhuaranga o te kaupapa o te wā, hei tauira ko Tangaroa. I roto i ngā whakawhitiwhiti kōrero o ngā kaiako, o ngā tamariki me ngā kaimātakitaki, ka puta mai te mahi me te whāinga matua mā Pipi mā i taua hōtaka rā. Ko ngā kupu whakamutunga e whakakapi ai i tēnei wāhanga o te hōtaka ko ngā kupu rongonui ka rangona i te kōhanga reo o taku tamāhine "kua wātea". Koirā ngā kupu e whakawātea ana i ngā tamariki kia hoatu ki ā rātou ake mahi, nō reira kua whāia e Pipi Mā tēnei tauira o te kōhanga reo o taku tamāhine.

8.4.2 Hoake rā

Koia nei te tino wāhanga ka whakatauhia e Pipi ngā kaimātakitaki. Ka tonoa rātou kia whāia ia me ana hoa i ngā mahi o te rā. Koia nei tonu te āta whakamāramahanga i ngā mahi o te rā me te whakatakoto i te anga whakamua. Mā Pipi mā me te kaimātakitaki taua anga e whakairo i tēnei wāhanga. Kia whakatau ia ko te huarahi hei whāinga mā rātou ka hoake rā ki te whakatutuki.

8.4.3 Me tūpato e Riha, me whakatonu koe

Koia nei pea te wero tuatahi ka puta i te hōtaka. Ka whāwhā, ka matawai, ka mahi rainei a Riha i tētahi mahi e tūkino pea ai a ia. Ka kite a Pipi mā i taua āhua ka tonoa te kaimātakitaki kia karangahia ngā kupu rongonui mō te kiriwaituhi nei "me tūpato e Riha, me whakatonu koe!" I ētahi wā ka mataara a Riha ki aua tohutohu nā ka karangahia. Erangi tērā ētahi wā ka mahia tonutia. Ko te painga o tēnā, ka kite te kaimātakitaki i te hua ka puta inā mahia tonutia ahakoa ngā tohutohu. Hei tauira, ka kotahi atu pea a Riha ki te kai i ngā peita i runga i te tēpū, ā, ahakoa ngā whakatūpato ka kainga tonutia. Ko te hua ka kitea ko te ngau o te puku, ko te mamae. Ki ahau nei, e tika ana kia kitea e te kaimātakitaki he aha oti te hua ka puta ki te mahi pēnā ki te mahi pēnā. Erangi e tika ana hoki kia kaua a Riha e whai tonu i ērā mahi i ētahi wā, ā, kia mataara ai ki ngā tohutohu a te kaimātakitaki. Nā konā pea te kaimātakitaki whakaponu ai nāna tonu, nā āna tohutohu tonu a Riha i haumarū ai.

8.4.4 He panga

Koinei te wāhanga ka puta mai ētahi mahi hei mahinga mā te kaimātakitaki. I ētahi wā ka pāngarau te panga, i ētahi wā ka reo te panga, i ētahi wā ka tikanga te panga, i ētahi atu wā ka korikori tinana te panga. Hei tauira, ka ngaro pea ngā hū o Tītoki rāua ko Hura, ko tā te kaimātakitaki he kimi i aua hū nā. Tēnā pea he kēmu tatau, ā, ko tā te kaimātakitaki he whakaaro ake ki te nama e ngaro ana. Tēnā pea he mahi whakaako pū, he mahi whakaako tae rainei. E hia kē nei ngā panga e taea ana. Ehara i te mea mā Pipi anahe tēnei wāhanga, ka rerekē te kaiaarataki i ōna nā wā kia riro mā tētahi atu o ngā kiriwaituhi. Koinei pea te wāhanga e pua mai ai te Tītoki nā.

8.4.5 Kia hiwa rā, kia huatau rā

He wero anō tēnei ka puta i ngā mahi poka noa a Hura. Ka kite pea i a Hura e whiu pōro ana i roto i te whare e moe ana ngā pēpi. Ka tahuri a Pipi ki te kaimātakitaki ki te pātai, "ki ōu whakaaro me aha a Hura?" Ka hoatu ai ia i ētahi whakautu e toru hei whiringa mā te kaimātakitaki. Kotahi anahe o aua whakautu nā e tika ana. Hei tauira, ko tā Pipi, "ki ōu whakaaro me aha a Hura? 1. Me whiu tonu ia i te pōro. 2. Me puta a Hura ki waho ki te whiu pōro. 3. Me kaua e whiu pōro, me tūwhanawhana kē". He akiaki tēnei kia āta whakaarohia e te tamaiti āna mahi, kia hiwa rā ki āna mahi, kia huatau rā i mua i te whakamahinga. He wāhanga e whakaako atu ai ki te kaimātakitaki kia kaua e mahi poka noa i ngā whakaaro tuatahi ka huatau ake ki te hinengaro, erangi kia āta whakaarohia.

8.4.6 Pātukituki, tāpatupatu

"Ka rere ko Piu, ka rere ko Kuru, pātukituki, tāpatupatu. Tīkina ō poi, whāia te pao, kia kaha, kia tika, kia ngao. Ka rere ko Piu, ka rere ko Kuru, pātukituki, tāpatupatu, rērere, whiuwhiu, tukituki e". Koirā te waiata mō ngā poi a Pipi, mō Piu rāua ko Kuru. Ka tutuki i te mahi o te rā ka hanga pao a Pipi e pā ana ki taua mahi nā, otirā, e pā ana ki te kaupapa matua o te hōtaka hei waiatatanga, hei patunga poi māna. E ai ki te kōrero o nehe, koirā te āhua o te pao. He waiata pakupaku noa ka hanga poka noa i te wā tonu ka tū ki te waiata. I roto i ngā mahi o te taumata, ko tā te pao he whakakapi ake i te kōrero a te tāne rā roto mai i tētahi pao. Ka whakairo te wahine i tana pao ki ngā kōrero i puta i te tangata rā. Ehara mā te wahine anahe te pao, e kāo. Ka hikitia nōki e ngā tāne hei ōna nā wā. Ka mutu, ka tōia ko te tikanga nei a kui mā, a kara mā ki roto i te pakiwaituhi kia hāngai ki te ao hurihuri nei.

Ka hāngai te rere o te poi ki ngā kupu ka waiatahia. Ka akiaki a Pipi kia tīkina ngā poi e ngā kaimātakitaki katoa, kōhine mai, tama mai, mātua mai,

tamariki mai. E tino whakapono ana au, ka nui ake te hiahia o te tamaiti i ēnei ahurea o te haka inā kitea pēnei rā roto mai i te pakiwaituhi. Me māmā, me ngāwari ngā whiunga e tere mau ai i te kaimātakitaki. He korikoringa tinana, he whakanuinga ahurea Māori, he whakapakaritanga hinengaro tēnei wāhanga.

8.4.7 Wā karakia

Ka mutu ana te waiata, ka mutu ana ngā mihi ki te kaimātakitaki ka karangahia e te kaiako kia hoki ki te karakia. Koinei te wāhanga whakamutunga, te wāhanga whakatepunga o te hōtaka. Ka huatakina, ka whakakapia ngā rangi o te kōhanga reo ki te karakia, nō reira, ka pēnā nōki a Pipi Mā.

8.5 Whakakapi upoko

Kei te kite tātou, kua pupū ake te nuinga o aku whakaaro mō ngā kiriwaituhi nei, otirā, mō te pakiwaituhi nei i tōku anō ao. Kua kaha tīpakohia ngā āhuaranga nōku anō hei ārahi i aku huatau. Kua whakairohia ētahi o aku whakaaro mō tēnei pakiwaituhi e ngā kōrero i puta i ngā uinga, e ngā tauira rā roto mai i a Tōra Mātātoa, e ngā wheako nōki o tōku anō ao.

He Māori te āhua o Pipi Mā mai i ōna kiriwaituhi ki ōna whenua, mai i tōna whakatakotoranga ki ōna waiata. Kāore paku nei ngā ehunga ake, ngā tuakiritanga ake o te Māori e ngaro ana, e whakahanumi ana rainei ki ngā tuakiritanga a iwi kē. Kua tū ko te mana motuhaketanga o te Māori rā roto mai i a Pipi Mā. Kua hangaia e te Māori, māna anō, mōna tonu. E mara mā, horekau he hua kei tua atu o tēnā! Kua tū whakahīhī ko te Māori i te ao pakiwaituhi nei.

UPOKO TUAIWA

Whakakapinga

9.1 Te pātai matua

Nō te huatakinga o tēnei tuhinga i te Upoko Tuatahi, ka whakatakoto wero au i runga anō i ngā kupu whakarite a Mātaamua rāua ko Tēmara (2011) mō te whakarere a te Māori i tōna reo.

...kei te auau tonu te kurī, kai te horuhoru tonu te reo o te poaka. Kāore anō te poaka kia kurī, kāore anō te kurī kia poaka. Tēnā ia ko te Māori, e hika mā e, kua kore e aro (Mātaamua & Tēmara, 2011, p.40).

He kupu whakarite i te noho pūmau tonu a te kararehe ki tōna ake reo ki tērā nohoanga rere noa a te Māori ki tōna. Ko te whakarite ia i rere i taua upoko nā ki tēnei rangahau ko te whakarere tonu. Ko te whakarere tērā i tō te Māori tuakiri, i tā te Māori titiro, i ā te Māori kōrero ake rā roto mai i ngā pakiwaituhi mā te tamariki. Kei te Māori te Kānata, kei te Māori te Amerika, kei te Māori te Mehikana, erangi kāore anō te Māori kia Māori rā roto mai i ngā pakiwaituhi kōhungahunga. Inā kē noa atu te mahi a te pakiwaituhi nō tāwahi e whakapāoho atu ana hei mātakinga mā te tamariki i runga i a Whakaata Māori. Nā reira i pēnei ai te whiua o te pātai matua nei,

He aha oti ngā ehunga Māori ka kitea, ka rangona rā roto mai i te pakiwaituhi kōhungahunga, i a Tōra Mātātoa?

Nā konei au whakatakoto ai i te pūtakeanga o tēnei rangahau me tāku i whakapae nā. Arā, kua noho ko te moni hei atua ki ngā hōtaka nei, ā, kāhore e whai whakaaro ana ki āhuaranga kē atu i te pūtea.

I te Upoko Tuarua, ka tīmata ki te whakatakoto i aku wewetenga whakapuakanga mō tēnei kaupapa. I āta kōrerohia ngā tini rauemi me ngā mano tuhinga e tautoko ana i tēnei kaupapa, e whakahē ana nōki i tēnei kaupapa. Koinei te wāhanga i whakautu ai i ngā pātai e peka atu ana i te pātai matua. He aha ngā hua o te pouaka whakaata ki ā tātou tamariki? He aha oti ngā tino tauira o te ao mō ngā hōtaka mā te tamariki?

I te Upoko Tuatoru ka āta whakatakapau i ngā kōrero mō te teihana nei, mō Whakaata Māori. Me kī rā, tōna orokohanga mai tae noa ki tōna huritau tuangahuru i te tau 2014. Koinei te wāhanga i whakautu ai i ngā patai e peka atu ana i te pātai matua. Ko wai ia a Whakaata Māori, ā, he aha ōna whāinga matua? He aha ngā pakiwaituhi kōhungahunga e whakapāohotia ana i te wā o tēnei rangahau, ā, he aha te take i whiriwhiria ko ērā hei whakapāohotanga?

I whakahuapae aku tukanga rangahau i te Upoko Tuawhā. I reira āta whakamāramahia mai ai ko ngā tukanga e toru o tēnei rangahau. Arā, ko te uiui, ko te hītari tohu me te whakaaro pakiwaituhi. Whai muri mai ko te Upoko Tuarima, arā, ko te whakamāramahia tēnei o te huarahi i whāia kia tutuki aku tukanga rangahau o te Upoko Tuawhā. Ka kōrerohia ngā piki me ngā heke, ngā painga me ngā pakeketanga o tēnei rangahau.

Tae rawa mai ki te Upoko Tuaono ka tīmata ki te whakaputa i ngā kura huna o te rangahau nei. Koinei ko ngā wewetenga whakaaro i puta mai i ngā uiuinga o te kāhui uiui. Ko ngā kaupapa matua i āta kōrerohia ko te moroiti o te pūtea me te tokoiti o te ringa kino Māori i tēnei ao. Ko tāku i koha atu ki tēnei Upoko, ko ētahi atu whakaaro me ētahi atu huarahi e taea ai pea te whai hei kōhi pūtea mā ngā pakiwaituhi. Ko te rauhi ā-tini tērā. Ko te taunaki a te iwi tērā. Ko te kimi pūtea ki tāwāhi tērā.

Nō te Upoko Tuawhitu i whakawhāitihia te titiro ki te pakiwaituhi aporei o tēnei tuinga, ki a Tōra Mātātoa. Koinei te wāhi i āta hītari i ngā tini tohu rā roto mai i te pakiwaituhi nei e whakautu ai i ngā pātai e peka atu ana i te pātai matua. Arā, e mātakitaki ana ā tātou tamariki i a rātou anō mā te pakiwaituhi nei? Kei te noho mātāmua ko te reo me ōna tikanga i tēnei pakiwaituhi? He aha ētahi tauira, ētahi whakaaro hei arumanga mā tātou e puta ai ā tātou ake pakiwaituhi nā te Māori, mā te Māori, mō te Māori.

Ka tae ana ki te Upoko Tuawaru, ka whakatinanahia mai ko aku whakaaro mō tētahi pakiwaituhi nā te Māori, mā te Māori, mō te Māori. Koia ko te whakakikonga o Pipi Mā. Ka āta whakatakoto i ngā kōrero mō ia kiriwaituhi me ngā taiao pakiwaituhi matua o Pipi Mā. Ka whakatepe ake tēnei Upoko ki te whakatakotoranga o Pipi Mā, otirā, ko te rautaki hei whāinga mā ia hōtaka.

I te tīmatatanga o tēnei rangahau rawa au i paku rata ki ngā pakiwaituhi i whakamāorihia hei mātakinga mā ngā tamariki Māori. I hoake ki tēnei kaupapa kia werohia aua pakiwaituhi nā. I pēnei au he pakupaku noa ngā hua ki ā tātou tamariki rā roto mai i ngā hōtaka nā iwi kē, nō tāwāhi kē. Nāwai rā, nāwai rā ka pūrangiaho mai te pōhēhē nui o taua whakaaro. Ka haere nā te rangahau nei, ka kite au i ngā tini hua o ēnei whakamāorihanga, ka kite nōki i ētahi tauira hei āwhina i ō tātou ake whakaaro mō tētahi pakiwaituhi Māori. E tino matapae ana ahau, kāhore e roa ka tae mai te wā ka nui te hiahia o te Māori ki āna ake pakiwaituhi mā ngā kōhungahunga. Ko ngā pakiwaituhi pēnei i a Tōra Mātātoa mā, he tīmatatanga kia tae rā anō ki taua whāinga. Ko ngā pakiwaituhi nei ko te pae tata kua whakamaua kia tīna. Heoi anō, ko te hanga pakiwaituhi Māori ko te pae tawhiti ka whāia kia whakatata mai ki a tātou.

9.2 Ko ngā kōhao

Tērā ētahi kōhao rawa i whakakīia e tēnei rangahau, e tēnei tuhinga. Nō te taetanga atu ki te Upoko Tuawaru i whakaaro ake, kua pai ake pea taku mōhioranga ki te kōhanga reo, ki tōna kaupapa inā uiui au i tētahi o ngā toki kua roa nei tana nohoanga ki taua kaupapa nā. Ko tāku e whakapono, inā pērā taku mahinga, kua tino mōhio ahau, kua tino mārama au me pēhea te kawē i tēnei kaupapa rā roto mai i te pakiwaituhi nāku i hanga. Kua whakatea mai te anga e whakaako ai i ngā tino mātāpono o te kōhanga reo, otirā, o te Māori.

He ihu hūpē tonu au ki ngā āhuaranga o te pakiwaituhi. I pōhēhē au ka māmā noa ki te whai kaitoi e tuhi ai taku pakiwaituhi. Heoi anō, ko te whakatinanahanga mai o te pakiwaituhi, o Pipi Mā, ko te wāhanga i tino raru ai au i tēnei rangahau. Nā runga anō i ngā āhuaranga i hore e taea te karo, arā, ko te whakarērenga o te kaitoi tuatahi me te kimi i te kaitoi tuarua, i kōtiti te anga o te waka, i tītaha te terenga. Kāhore i nui aku wheako i tēnei ao, ka mutu, kāhore i nui aku mōhio me pēhea te tohutohu i ngā kaitoi e puta ai ngā huatau o aku whakaaro. Heoi anō rā, nā wai rā, nā wai rā, ka tau ki ngā mahi tohutohu, ka ako me pēhea taku ārahi e pua mai ai he huanga, he kikonga. Kua mōhio au i āiane me aha au e tutuki ai tētahi mahi pēnei. Heoi anō, inā te nui o ngā akoranga i roto mai anō i te hē. Erangi, ki te tuaruatia e te tangata tētahi hapa, i konā kua hore e noho hei hapa ki a ia.

9.3 Ko te anga whakamua

He tīmatanga noa iho tēnei rangahau, tēnei tuhinga. He nui tonu ngā mahi kei mua i te aroaro o te hunga e hiahia ana ki te whakapakari ake i ngā hōtaka me ngā pakiwaituhi mā te tamariki Māori. Ka mutu, ka koke tātou ki hea i āiane? Tērā ētahi whakaaro i huatau mai i roto i tēnei tuhinga hei rangahautanga ā haere ake nei mā te ngākau hīkaka. E whakapono ana au, ki te kawē ētahi i aua rangahau nā, ka matomato ngā kōrero me ngā

rauemi e tautoko ai i te whāinga kia whakapuataina ā tātou ake pakiwaituhi. Kei raro iho nei ko aua kaupapa rangahau hei whakaarotanga:

1. Me whakapau pūtea ki te whakatupu ringa rehe i roto i te ao pakiwaituhi? He aha ngā tino hua ka pua ki te iwi Māori?
2. Me whakamātau te Māori kia whakanuia ētahi atu reo o te ao kia reo maha mai ngā tamariki? He aha te wāhanga ki ngā hōtaka tamariki ki tēnei whakaaro?
3. He aha oti ngā āhuaranga ka pāngia ki te iwi i tēnei mea te hanumitanga? He oranga tuakiri ake? He matenga tuakiri ake rainei?

Ahakoia taku tautoko i ngā pakiwaituhi e whakamāorihia ana e Whakaata Māori, he nui kē atu taku tautāwhi i te hanganga o ā tātou ake. Ko te manako ia, ka mātua āwhina tēnei rangahau i te ngākau pīkoko ki ngā pakiwaituhi kōhungahunga. He whakatenatena kia tīmata te whakaaro, kia whakatō i te hiahia ki ngā poari tuku moni, ki ngā teihana whakapāoho me ngā kamupene hōtaka ki te kite i ā tātou ake pakiwaituhi. Heoi anō, ko tāku i āiane, he whai i taua huarahi. Otirā, ka whakamahiti korou au ki te whakatinana i ngā kōrero o roto mai i tēnei tuhinga e puta ai he pakiwaituhi nā te Māori, mā te Māori, mō te Māori. Hoake rā e! Kōkiri rā e!

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HE ĀPITIHINGA 1: Ko te Manu Taikō

Te Manu Taiko
Human Research Ethics Committee
Te Pua Wānanga ki te Ao
The University of Waikato
Private Bag 3105
Hamilton, New Zealand



Te Manu Taiko: Human Research Ethics Committee
School of Maori & Pacific Development
& Te Kotahi Research Institute

06/06/14

Ethics Approval

This is to confirm that Kristen Ross has received ethical approval for the study '**Ko te katuna ko au, ko au ko te katuna: he wewetenga i nga katuna o whakaata Maori ma te kohungahunga**'.
'.

The ethics application was reviewed by members of Te Manu Taiko and was signed off by the Chair of the committee on 06/06/14.

Kia ora

Maui Hudson
Chair, Te Manu Taiko

HE ĀPITIHINGA 2: Information Sheet

School of Māori and Pacific Development
Te Pua Wānanga ki te Ao
The University of Waikato
Private Bag 3105
Hamilton, New Zealand



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

RESEARCH INFORMATION SHEET

Title: Ko te kātuna ko au, ko au ko te kātuna:
He wewetenga i ngā kātuna o Whakaata Māori mā te kōhungahunga
(I am the cartoon, the cartoon is me:
An analysis of pre-school aged cartoons on Māori Television)

Tēnā koe,

My name is Kristin Ross and I am a Master of Arts student in the School of Māori and Pacific Development. This research looks to analyse, consider and evaluate Māori language based cartoons that are aired on Māori Television. My thesis will be written in the Māori language and aims to answer the following question;

‘He aha ngā ehuna Māori ka kitea, ka rangona rā roto mai i ngā kātuna o Whakaata Māori mā te kōhungahunga?’
(What Māori characteristics are seen and heard throughout pre-school aged cartoons shown on Māori Television?)

The goal of my research is to create awareness and encourage thought towards the benefits of producing locally made children’s cartoon programming in the Māori language. It is imperative that children see and hear themselves and familiar characteristics of their world in the programming that they watch.

One of the methodologies for my research is to conduct interviews, hence the reason for this letter. Due to your expertise and knowledge in the area of children’s television programming, I humbly extend the invitation for you to participate in this research and hope you will agree to an interview. I estimate that interviews will take no longer than one hour and will accommodate you by meeting at a time and place that best suits your schedule. Please note that the interviews will be recorded, and someone may be accompanying me to ensure the recording equipment is functional throughout the interview.

As this thesis will be written in the Māori language and very much follows a Māori framework of process and thought, I will be naming all participants who take part in my research, unless objected to. This follows the tikanga (customs) of ‘whakamana’ and ‘whakanui’. Both allude to the idea of humility on the part of the researcher in the act of affirming and giving prestige to the wealth participants will contribute to this research.

You have the right among other things to:

- refuse to answer any particular question.
- ask any further questions regarding the research and/or your participation.
- withdraw your participation and contribution at any time
- receive to change, amend or comment on the summary transcription of your interview
- be given access to the summary of the findings from the study; when concluded.
- have your name excluded from the research

Research Information Form

Attached are a list of possible questions to be asked during the interview. These questions are intended to guide the interview, however, based on the direction of the interview and your answers, these questions may vary and/or change to some extent.

I would like to thank you for taking the time to consider this invitation and hope you may be a part of this research project. If you have any further queries please do not hesitate to ask;

Kristin Ross
Te Pua Wānanga ki te Ao (School of Māori and Pacific Development)
Te Whare Wānanga o Waikato (The University of Waikato)
Private Bag 3105
Hamilton, New Zealand

Email: kristincherieross@gmail.com
Cell Phone: 0211478509

If you have concerns regarding Ethics please do not hesitate to contact my supervisor;

Ēnoka Murphy
Te Pua Wānanga ki te Ao

Email: emurphy@waikato.ac.nz

Ethics and confidentiality will be discussed and explained at the beginning of the interview. Below are list of questions that may be asked during the interview. This is being given to you so you have sufficient time to consider carefully the questions and area of discussion before the interview.

- 1. Please tell me about your area of expertise and line of work in children's television programming.**
- 2. Have you worked on any children's television programmes? Please explain the content and nature of these programmes.**
- 3. Do you think it is important for children to see themselves in the programmes that they watch? Why or why not?**
- 4. According to the Māori Television Service Act 2003, 'The principal function of Māori Television is to promote te reo and tikanga Māori through the provision of a high quality, cost effective Māori service, in both Māori and English, that informs, educates and entertains...and, in doing so, enriches New Zealand's society, culture and heritage'. With children's programming in mind, what areas do you think Māori Television are flourishing in, and what areas could they perhaps do better in?**
- 5. All of the cartoons broadcast on Māori Television are internationally owned and created but have been translated into Māori. What are your thoughts on this?**
- 6. What do you think some of the key factors are for a lack in local production?**
- 7. What do you think are some of the benefits of translating international programmes?**

8. A lot of the literature states that children must see themselves on television. They need to see and hear familiar characteristics from their community, people and culture. What are your thoughts on this?
9. What are your hopes and aspirations for children's programming in New Zealand, more particularly for Māori programming?

HE ĀPITI HANGA 3: Research Consent Form

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Title: Ko te kātuna ko au, ko au ko te kātuna: He wewetenga i ngā kātuna o Whakaata
Māori mā te kōhungahunga - *(I am the cartoon, the cartoon is me:*
An analysis of pre-school aged cartoons on Māori Television)

Researcher: Kristin Ross

1. I have read the 'Research Information Sheet' and understand the details of this study.
2. My questions about the study have been answered to my satisfaction and I understand that I may ask further questions at any time.
3. I understand I am free to withdraw from this study at any time and have the right to refuse to answer any particular question during the study.
4. I agree to provide information to the researcher under the conditions set out in the 'Research Information Sheet'.
6. I wish to participate in this study under the conditions set out in the 'Research Information Sheet'.
7. Upon completion of this study, I would like my information (*select one*):
 - (a) returned to me
 - (e) kept for safekeeping by the researcher
 - (i) destroyed
 - (o) other (*please specify*)
8. I consent / do not consent to the information collected for this research study to be used for any other research purposes. (*Please delete the option that does not apply*)
9. I consent / do not consent for my name to be published as the source of information in the final publication of this thesis. (*Please delete the option that does not apply*)

Participant's name: _____

Participant's signature: _____

Date: / /

Contact Details: _____
(address, cell phone, email)

Researcher's name: Kristin Ross

Researcher's signature: _____

Research Consent Form 2014

HE ĀPITIHINGA 4: Pepa Whakamārama

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The University of Waikato
Private Bag 3105
Hamilton, New Zealand



PEPA WHAKAMĀRAMA

Taitara: Ko te kātuna ko au, ko au ko te kātuna:
He wewetenga i ngā kātuna o Whakaata Māori mā te kōhungahunga

Tēnā koe,

Tēnei a mihi e karanga nei ki a koe, mōu i aronui mai ki tēnei rangahau āku, ā kāti rā, tēnā koe.

Ko Maunga Taniwha te maunga
Ko Māmaru te waka
Ko Te Parata te tangata
Ko Kahutianui te whaea tupuna
Ko Ngāti Kahu te iwi
Ko Ngāti Tara te hapū
Ko Parapara te marae.

Ko Kristin Ross tōku ingoa. Ko te ngako o tēnei rangahau āku, he whakamahuki, he tiroiro, he ketuketū i ngā hōtaka reo Māori mā te tamariki o Whakaata Māori. Heoti rā, ka whāitihia te titiro ki ngā kātuna mā ngā pēpi, mā ngā kōhungahunga. Ko te pātai nui hei whakautu mā tēnei o ngā tuhinga, ko tēnei nā;

'He aha ngā ehuna Māori ka kitea, ka rangona rā roto mai i ngā kātuna o Whakaata Māori mā te kōhungahunga?'

Ko te paetawhiti o taku rangahau he whakatenatena, he akiaki i te ao pāpāho Māori kia hangaia ai wā tātou ake kātuna Māori mā te kōhungahunga. Otirā, wā tātou ake hōtaka tamariki hei whakapāhotanga i runga i a Whakaata Māori kia kite ai i ngā ehunga me ngā āhuaranga o tōna ake nā ao Māori.

Ko tētahi tukanga matua o te rangahau nei ko te uiui kanohi ki te kanohi. Nā te pinepine, nā te itiiti o tēnei tuhinga ka whakauui noa i tētahi tokorua, otirā ko koe rā tētahi e hiahiaatia nei e hau. Kua whiriwhiria ko koe nā tō mātau, nā tō mōhio, nā āu mahi me āu pūkenga ki tēnei kaupapa, arā, ki ngā hōtaka tamariki. Kei te takiwā o te kotahi haora te roa o te uiuinga, ā, ka tūtaki tāua ki te wāhi e hiahiaatia nei e koe, hei te wā noki e tika ana ki a koe.

Ka whakaingoatia koe, ka whakamanahia koe me āu nā kōrero ka tākoha mai ki tēnei rangahau, hāunga rainei tō kore whakaae. Ka kapohia tā tāua kōrerorero mā te hopuoro kia kore ai e mahue i aku taringa ētahi kuru pounamu ka rere.

Meanei ngā tikanga e whakamanahia ai koe i roto i tēnei rangahau:

- Ki te kore rawa koe e pīrangi ki te whakautu i (t)ētahi o ngā pātai, ka whakarahaki rā (t)ēnā ui ki te taha.
- Ki te toko ake ētahi pātai i roto i a koe mō te rangahau nei, mō āu nā mahi rainei e pā ana ki tēnei rangahau, karawhiua mai.

Research Information Form

- Inā pīrangi koe ki te whakatahi atu i tēnei rangahau, kia hoki anō rainei a muri, e pai ana, ka tahia, ka whakahokia.
- Ka patopato ana āu kōrero, ka whakahoki atu ki a koe hei rāwekeweke ki tāu e pai ai, hei whakatikatika rainei ki tāu e pai ai.
- Ka whakawhiwhia koe ki ngā kitenga o tēnei rangahau ka mutu ana te tuhinga.
- Ka mutu ana te tuhinga o tēnei rangahau, ka (*whiriwhiria tētahi*):
 - (a) Whakahokia ngā kōrero ki a koe
 - (e) Tiakina ngā kōrero e te kairangahau
 - (i) Whakakorengia ngā kōrero
 - (o) He huarahi anō (*whakamāramahia*).....

Kua tāpirihia ngā pātai ka tīkina atu hei arataki, hei ārahi i te uiuinga. Kia mōhio mai koe, tērā ētahi atu pātai pea ka toko ake nā te āhua o tō whakahoki mai, ehara i te mea ka mātua noho au ki aua pātai noa nā.

He rangahau tēnei e riro ai i ahau ngā whāinga o te Tohu Paerua ki te Whare Wānanga o Waikato. Nō reira rā, kei taku rangatira, mei iho koe. Kāti tonu te whakaae mai ki tēnei tono āku kia eke rā anō ki ngā tiketike e tika ana mō tēnei rangahau.

Pēnā, tērā tonu ētahi pātai āu e tārewa ana, whakapā mai ki ahau, māku koe e māoriori;

Kristin Ross
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 Te Whare Wānanga o Waikato (The University of Waikato)
 Private Bag 3105
 Hamilton, New Zealand

Īmera: kristincherieross@gmail.com
 Nama Waea: 0211478509

Pēnā he pātai āu e pā ana ki ngā tikanga matatika (ethics), whakapā atu ki taku kaiarataki:

Ēnoka Murphy
 Te Pua Wānanga ki te Ao
 Email: emurphy@waikato.ac.nz

KO NGĀ TIKANGA MATATIKA

Ka āta kōrerohia e tāua ngā tikanga matatika i mua i te wāhinga ake o te uiui.

Kei raro iho nei ētahi pātai hei tirohanga māhau, hei whai whakaaro mōhou, hei whakariterite kōrero māhau mō mua noa atu i te tūtakinga kanohi ki te kanohi.

1. He aha āu nā mahi i roto i te ao pāpāho, otirā i ngā hōtaka reo Māori mā te tamariki.
2. Ko hea ngā hōtaka tamariki i whakaritea ai e koe? Tēnā, whakamāramahia mai te ia o aua hōtaka rā?
3. He aha rā ngā momo rangahautanga i whāia rā e koutou e pā ana ki te hōtaka tamariki?
4. E ai ki te ture Māori Television Service Act 2003, 'The principal function of Māori Television is to promote te reo and tikanga Māori through the provision of a high quality, cost effective Māori service, in both Māori and English, that informs, educates and entertains...and, in doing so, enriches New Zealand's society, culture and heritage'. Ka mutu, ko tāku e kimi nei, ko ōu ake whakaaro ki ēnei kupu. Me kī rā, hei tāu, he aha ngā wāhi e tino eke ana ngā hōtaka, he aha noki ngā wāhi e āhua ngoikore ana pea?
5. Ko tā te kitenga, he rahi noa ake ngā hōtaka nō tāwahi kē kua whakamāoritia i ērā kua hangaia i konei e te Māori. Ka mutu, e mātakitaki kē ana wā tātou tamariki i ngā hōtaka o iwi kē, i ngā tirohanga noki o iwi kē. He whakaaro ōu ki tēnei āhua?
6. Ki ōu whakaaro, he aha ngā tino take kāore e kitea mahatia ngā hōtaka mā te tamariki nā te Māori e pā ana ki te Māori?
7. He aha oti ngā tino hua o te whakamāori i ngā hōtaka nō tāwahi kē?

8. Tērā ētahi rangahau e kī ana, me mātua kite te tamaiti i a ia anō rā roto i ngā hōtaka ka mātakina e ia. Me kite e ia ngā wheako ake o tōna hapori, o tōna hapū, o tōna iwi. He pēhea ōu whakaaro ki ēnei rangahau?
9. He aha ōu wawata, ōu hiahia mō ngā hōtaka Māori mā te tamariki kei ngā tau e heke mai nei?

HE ĀPITIHINGA 5: Pepa Whakaae

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Taitara: Ko te kātuna ko au, ko au ko te kātuna: He wewetenga i ngā kātuna o Whakaata Māori mā te kōhungahunga

Kairangahau: Kristin Ross

1. Kua pānuihia e au ngā kōrero o te 'Pepa Whakamārama' mō tēnei rangahau, ā, e mārama pai ana ahau ki ngā āhuaranga o tēnei uiuinga.
2. Kua whakautua aku pātai mō tēnei rangahau, ā, ki te toko ake he pātai anō hei ōna nā wā, ka pātaia.
3. Ki te kore rawa au e pīrangi ki te whakautu i (t)ētahi o ngā pātai, ka whakarahaki rā (t)ēnā ui ki te taha.
4. Inā pīrangi au ki te whakatahi atu i tēnei rangahau, kia hoki anō rainei a muri, ka tahia, ka whakahokia.
5. Ka whakaae au kia tukuna noatia aku whakaaro ki te kairangahau i raro i te maru o ngā tikanga i whakatakotohia i te 'Pepa Whakamārama'.
6. Ka whakaae ahau ki tēnei rangahau nā runga anō i ngā tikanga kua whakatakotohia i te 'Pepa Whakamārama'.
7. Ka mutu ana te tuhinga o tēnei rangahau, ka (*whiriwhiria tētahi*):
 - (a) Whakahokia ngā kōrero ki a au
 - (e) Tiakina ngā kōrero e te kairangahau
 - (i) Whakakorengia ngā kōrero
 - (o) He huarahi anō (*whakamāramahia*).....
8. Ka whakaae au / kāore au e whakaae kia tukuna aku kōrero mō tēnei rangahau ki (t)ētahi atu rangahau. (Whakakorengia te mea kāore e tika ana)
9. Ka whakaae au kia whakaingoatia ahau, kia mōhio whānuitia nāku ēnei kōrero mō te rangahau me te tuhinga nei.

Ko tō te kaiuiui ingoa: _____

Ko tā te kaiuiui waitohu: _____

Rā: / /

Huarahi Whakapā: _____
(*wāhi noho, nama waea, īmera*)

Ko tō te kairangahau ingoa: Kristin Ross

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