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| Title | Apply knowledge of the maramataka to reo Māori media | | |
| Level | 5 | Credits | 25 |

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| Purpose | People awarded this unit standard are able to: gather and analyse information for stories in relation to a maramataka kaupapa; plan and write material for stories in te reo Māori; and present the stories. |
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| Classification | Reo Māori Media > Te Reo Māori Pāpāho |
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| Available grade | Achieved |
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| Prerequisites | Te Pōkaitahi Reo (Rumaki, Reo Rua) (Te Kaupae 4) [Ref: 3046] or demonstrate equivalent knowledge and skills. |
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Guidance Information

- 1 *Reo Māori media* refers to the use of te reo Māori and incorporating whakapapa, tikanga, and kaupapa Māori in the media.
- 2 **Definitions**

Maramataka refers to the knowledge base that encompasses but is not limited to – the Māori calendar, the weather, seasons, natural phenomena, astronomy, Ngā Atua, as they relate and interact with each other.

House style refers to the style of writing and/or speech in accordance with the kaupapa, and the iwi the kaupapa is relevant to.

Story refers to an informative light entertainment format appropriate for radio, television, or print.

Professional standard is the required standard of performance in terms of professional journalism.

Professional journalism is defined as investigating, reporting on, and commenting on, events, issues, and people to meet the editorial requirements of established media outlets.

Engagement Strategy for this standard refers to appropriate approach to interviewing, and questioning techniques, appropriate language of the interviewer to the interviewee.

- 3 Candidates must choose one tohu from the realms of Ngā Atua, which includes but is not limited to – Tangaroa, Tane Māhuta, Tawhirimātea, Rongo, Haumiatiketike, Tūmataurangi.

The selected tohu must relate to a seasonal event or a natural phenomenon.

Range Tohu may include but is not limited to – mahinga kai, volcanic eruption, storm, fire;
evidence of one coastal and one inland event is required.

- 4 The selected events or phenomenon's must be examined in relation to the local region and one other region. Coverage must also include a coastal and an inland region.

- 5 Evidence of three maramataka stories is required.

Outcomes and performance criteria

Outcome 1

Gather and analyse information for stories in relation to a maramataka kaupapa.

Performance criteria

- 1.1 The information gathered includes appropriate kupu and is consistent with the kaupapa of the stories.
- Range may include – kīwaha, whakatauki, pepeha, mihimihi, ngā Atua.
- 1.2 The information gathered includes the background information and the history of the event for the stories and is consistent with the kaupapa.
- 1.3 Tikanga and kawa associated with the collection and collation of information are carried out and is consistent with chosen regions.
- Range may include – engagement strategy, interview, property, and exclusive rights, whānau, hapū and iwi involvement, the appropriate use of equipment.
- 1.4 The information is analysed for relevance to the events, the maramataka kaupapa and the regions.
- 1.5 Relevant experts in the kaupapa are identified and interviewed.

Outcome 2

Plan the stories.

Performance criteria

- 2.1 Plans incorporates kīwaha, whakataukī, pepehā, and ngā kupu appropriate to the kaupapa and the regions.

- 2.2 Plans incorporates appropriate tikanga and kawa relevant to the kaupapa and regions and must be validated by the supervisor.
- 2.3 Plans incorporates a programme format for chosen media delivery.
- 2.4 Language pronunciation and structure incorporated in the plan meet house style and audience requirements.
- Range may include interpretation, impact, modulation, intonation, pace, articulation, voice inflection.
- 2.5 Plans incorporates the presentation of stories are incorporated in the plan.
- Range may include – style of delivery, voice modulation, acknowledgements, audience engagement.
- 2.6 Plans incorporates an engagement strategy. This may include – audience feedback (formal or informal), re-broadcast, peer review, audience survey.
- Range evidence of one is required for each story.

Outcome 3

Write material in te reo Māori for stories in accordance with the plan.

Performance criteria

- 3.1 Written material includes kīwaha, pepeha and whakatauki.
- 3.2 Written material demonstrates effective knowledge and application of the maramataka.
- 3.3 Written material incorporates tikanga and kawa.
- 3.4 Written material incorporates language and structure that meet the house style and the audience from the selected regions.

Outcome 4

Present stories.

Performance criteria

- 4.1 Presentation encourages engagement from the audience. Engagement may include but is not limited to online feedback, surveys, verbal feedback, media follow up.
- Range evidence of one is required.
- 4.2 Presentation portrays the content and nuances of the written material to a professional standard.

- 4.3 Presentation is consistent with the programme format, house style in the plan and meets the professional standard.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

| Process | Version | Date | Last Date for Assessment |
|-----------------------|---------|-----------------|--------------------------|
| Registration | 1 | 21 October 2004 | 31 December 2019 |
| Review | 2 | 19 June 2009 | 31 December 2019 |
| Rollover and Revision | 3 | 16 May 2013 | 31 December 2019 |
| Review | 4 | 17 August 2017 | 31 December 2024 |
| Revision | 5 | 27 June 2019 | 31 December 2024 |
| Review | 6 | 27 April 2023 | 31 December 2024 |

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| Consent and Moderation Requirements (CMR) reference | 0106 |
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.