

Title	Identify, analyse and explain tikanga Māori and ethical behaviour in the Reo media industry		
Level	5	Credits	15

Purpose	People awarded this unit standard are able to: identify analyse and explain tikanga Māori and their relevance to the collection of information and reporting of Māori events; explore analyse and plan strategies for handling tikanga Māori relevant to media situations; and analyse and explain contemporary media ethical issues and their relevance to professional media behaviour.
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Classification	Reo Māori Media > Ngā Tikanga Pāpāho Māori
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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 incorporating tikanga, and kaupapa Māori in the media.
- 2 *Ethical behaviour* refers to what is considered the correct behaviour of a particular group or profession which for the purpose of this unit standard is the media profession.
- 3 *Media situations* refers to the collection and reporting of information for reo Māori media.
- 4 *events* may include but are not limited to – tangihanga; national or local competitions; hui taumata;
- 5 *tikanga* may include but are not limited to – seeking permission; identifying key people; pōwhiri kawa; positioning of equipment; behaviour appropriate to the coverage of events;

- 6 *Ethical issues* includes privacy infringement, intrusion on grief, treatment of victims, bad language, honesty, news selection, slant, balance, impartiality, use of deception, disclosure of identity and purpose, door-stepping, ambush interviews, direct quote use, anonymous sources, confidentiality, relationship with news sources, treatment of news subjects/contacts/public figures, accuracy, making corrections, declaration of personal interest, membership of groups, commercial pressure, advertorial, interview conditions, off-the-record requests, embargo agreements, self-censorship, working for rival outlets, payment for news information.

Outcomes and performance criteria

Outcome 1

Identify, analyse and explain the importance of tikanga Māori when reporting on Māori events.

Range events includes – tangihanga and one other event; evidence of three tikanga overall is required.

Performance criteria

- 1.1 Tikanga Māori are identified, analysed and explained in terms of reporting.

Outcome 2

Explore and plan strategies for tikanga Māori in media situations.

Range evidence of two media situations is required.

Performance criteria

- 2.1 Exploration includes an analysis that discusses strategies for addressing tikanga Māori in media situations.
- 2.2 Analysis includes action plans to address tikanga and āhuatanga associated within media situations.

Range evidence of two plans is required – one must be a contingency plan.

Outcome 3

Analyse and explain contemporary media ethical issues and the relevance to professional media behaviour.

Performance criteria

- 3.1 Contemporary media ethical issues are analysed and explained from a tikanga perspective. These may include use of reo Māori, individual versus collective rights, sensationalism, balance in a Māori context, mis-use of imagery.

Range evidence of two ethical issues is required.

- 3.2 Reasons for ethical standards are analysed and explained in terms of professional media behaviour.

Range evidence of two relevant reasons is required.

Planned review date	31 December 2022
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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	N/A
Revision	5	27 June 2019	N/A

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>.

Comments on this unit standard

Please contact the NZQA Māori Qualification Services mqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.