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| Title | Examine the role of the media in New Zealand | | |
| Level | 4 | Credits | 5 |

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| Purpose | People awarded this unit standard are able to: examine the role of the media in New Zealand; analyse the genesis of reo Māori media. |
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| Classification | Reo Māori Media > Ngā Tikanga Pāpāho Māori |
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| Available grade | Achieved |
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Guidance Information

- 1 This standard focuses on the genesis of Reo Māori media and the Treaty of Waitangi claim Reo Māori claim which resulted in the establishment of Reo Māori media entities like iwi radio.
- 2 Reo Māori media has contributed to growing the “culture of Aotearoa” and more importantly how the rest of the world view te ao Māori that may include but is not limited to Māori stories, angles and Māori perspective on the social, political and economic state of Aotearoa.
- 3 Local iwi or hapū curriculum aims and objectives take precedence with this unit standard.
- 4 Resource support includes but is not limited to the following:
Leonard, E, *Segments on “Marae”*, Television New Zealand.
Said, E, *Culture and Imperialism*, (New York, USA: Random House, 1993).
Spoonley, P, and Hirsh, W, (eds), *Between the Lines, Racism and the New Zealand Media*, (Auckland, NZ: Heinemann Reid, 1990).
Walker, Ranginui, *Nga Tautohetohe, Years of Anger*, Auckland, Penguin Books, 1987.
- 5 Maori were heavily involved in the media prior to the 1880s with a significant number of Maori language newspapers in circulation. Maori literacy rates were high compared to literacy rates of settlers. However, there has been minimal representation in the media industry since that time.
- 6 *Issues which impact on the development of Māori media may include* - Māori newspapers in the 1900s; development of Māori radio; establishment of Te Māngai Pāho; Māori Television; Māori publications; Māori publishing companies; statutory role of Māori media to promote and enhance te reo Māori.

Outcomes and performance criteria

Outcome 1

Examine the role of the media in New Zealand.

Performance criteria

- 1.1 Examine and explain the different types of media in New Zealand. Types can include - newspapers; magazines; television; radio; music; movies; books.
- 1.2 Examine and explain the purposes of the media in New Zealand society.
- 1.3 Examine and explain the history of the media in New Zealand.
- 1.4 Examine and explain the legislative establishment of reo Māori media like iwi radio which arose from a Te Reo Māori Treaty of Waitangi Claim and their role in the promotion and enhancement of te reo Māori.

Outcome 2

Analyse the present political background of the media.

Performance criteria

- 2.1 Examine and explain the political positions within major media publications.
- 2.2 Examine and explain core clientele of types of mainstream media.
- 2.3 Examine and explain ownership issues current within the media world.
- 2.4 Examine the development issues of Māori media and its impact on the reporting of Māori events.

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| Replacement information | This unit standard and unit standard 30337 replaced unit standard 16036. |
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| 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 | 17 August 2017 | N/A |
| Revision | 2 | 27 June 2019 | N/A |

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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>.

Comments on this unit standard

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