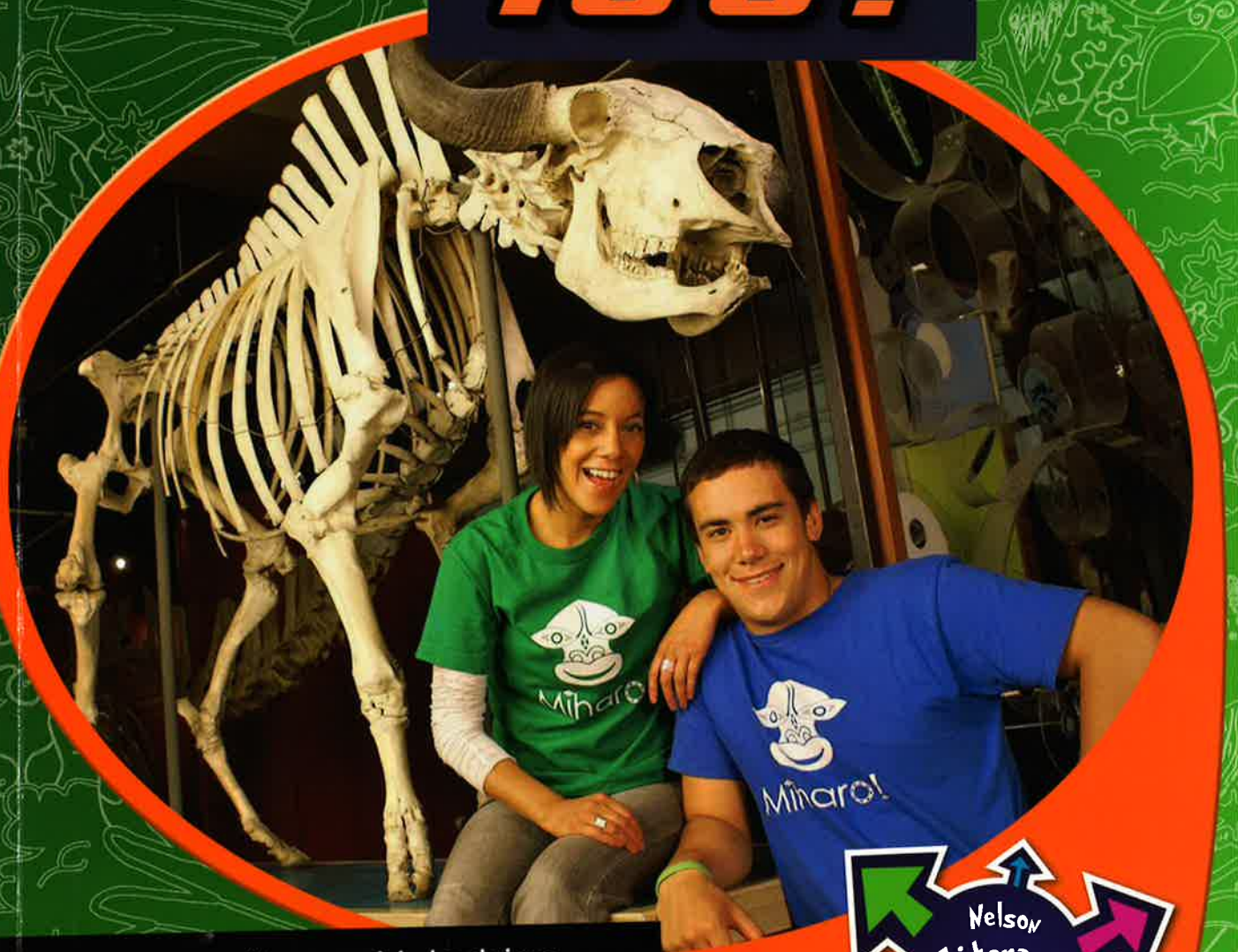
Television Teaches Too!



Indigenous film and television in Hawaii and New Zealand

Sharon Parsons

Nelson Literacy Directions

For teachers' inspection ONLY

TELEVISION Teaches Too!



My sincere thanks to the following people for their time, information, images and enthusiasm for this book:

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Dear Reader

The importance of learning about indigenous cultures is the main reason why I wrote this book. I am a descendant of New Zealand's Māori indigenous culture so my research started in my home country. I began by interviewing people at New Zealand's indigenous television station – Māori Television – about their programs for children and families. Their children's programs are creative, educational and a lot of fun!

> **"TEAMS OF TALENTED PEOPLE PRODUCE INFORMATIVE AND ENTERTAINING PROGRAMS FOR MĀORI TELEVISION."**

Then, the book takes you to Hawaii where two creative filmmakers have produced fascinating documentaries – one about the Hawaiian hula and the other about the best ukuleles in Hawaii!

Aloha!

Sharon Parsons

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Part 1: World **Indigenous** Television

The term "indigenous peoples" refers to the first inhabitants of a region or country. In Australia, the Indigenous peoples are generally referred to as Aboriginal and Torres Strait Islander peoples. The Indigenous peoples of New Zealand are known as Māori. The Indigenous peoples of Canada are generally referred to as Aboriginal Canadians. In addition, cultural groups in a region or country may have different names.

Around the world, there are millions of people who are descendants of indigenous cultures. There are many ways in which their culture and language have been preserved for future generations.

Television is used to communicate indigenous language and culture. Some filmmakers and producers receive government funding to make television programs about indigenous history, traditions, culture and language.

ABORIGINAL

The word "aboriginal" is derived from the Latin term *ab origine*, meaning "from the beginning". It was first used in reference to the pre-Roman inhabitants of Latium, an ancient country in Italy.



playing the Aboriginal didgeridoo



1 World Indigenous Television Broadcasters Network (WITBN)

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In 2008, the chief executive of New Zealand's Māori Television, Jim Mather, thought it would be a good idea for indigenous television stations around the world to get together. He invited representatives of indigenous television stations to New Zealand and they talked about how they could work together to retain and grow indigenous languages and cultures through television. They formed the World Indigenous Television Broadcasters Network (WITBN) and Jim Mather was appointed the first chairman. The WITBN includes members from places such as New Zealand, Australia, Taiwan, Scotland, Norway, Wales, Ireland, South Africa, Hawaii and Canada.



Jim Mather

An Indigenous Broadcasting World



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Part 2: Māori Television

Many people around the world may not know much about Māori culture in New Zealand, but they may have experienced the haka – an important expression of Māori culture. The New Zealand All Blacks rugby team always performs the *ka mate* haka before an international match. People who want to know more about Māori language and culture can check out Māori Television's website.



The All Blacks perform the ka mate haka before each rugby match.

Haka History



Traditionally, the haka was a show of strength before battle.

Traditionally, the haka was performed primarily by men. There were many occasions for haka: a welcome, an acknowledgement of achievements or as a show of strength before going into battle.



Māori warriors did the haka at battles.

While men performed the haka at battles, women protected their *pa* and their people by doing the haka to warn off enemies, too.



A modern haka welcomes guests.

Today, the haka is performed by New Zealanders at many official, cultural and sporting occasions.





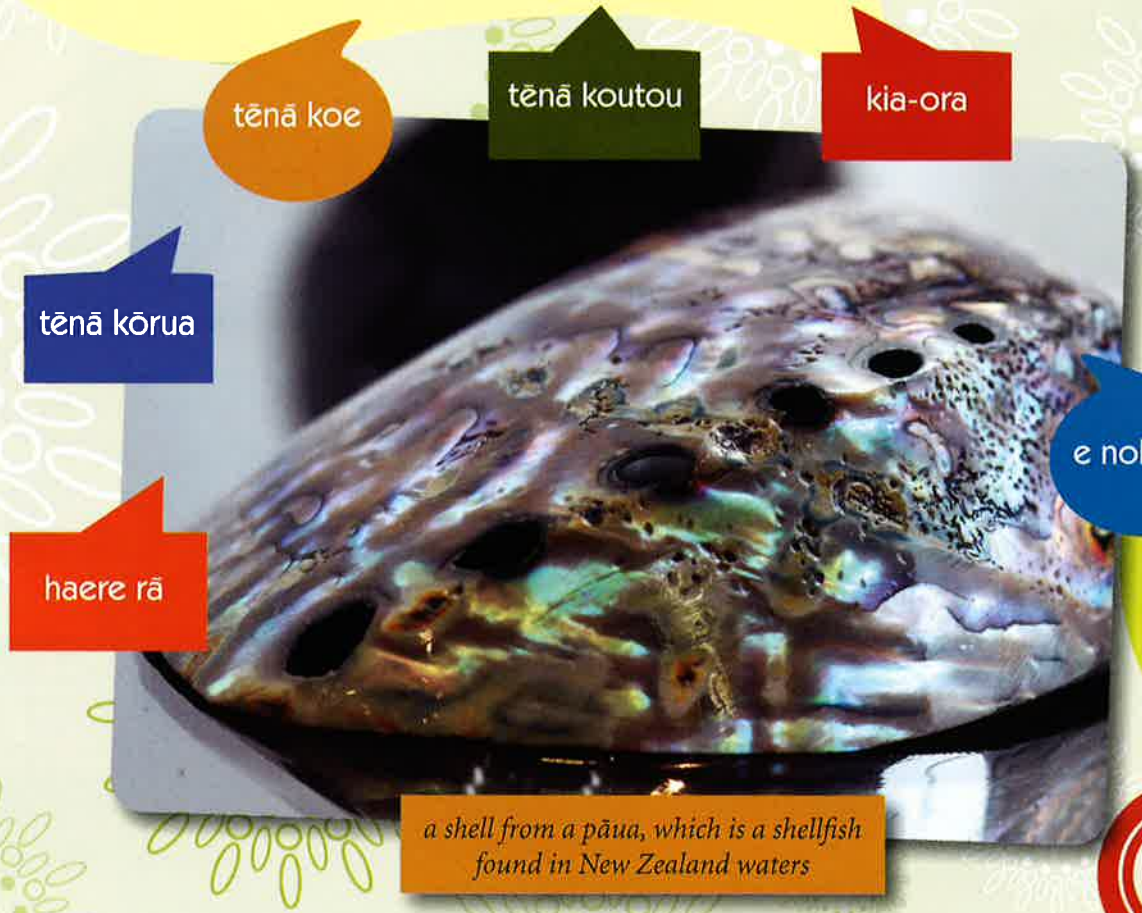
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Common Māori Greetings

If you are visiting New Zealand for the first time, here are some important Māori expressions that will show respect for the culture and language:

- *Hello* or *good luck*: **kia ora**
- *Hello* or *thanks* to one person: **tēnā koe**
- *Hello* or *thanks* to two people: **tēnā kōrua**
- *Hello* or *thanks* to three or more people: **tēnā koutou**
- *Goodbye*, said to someone leaving: **haere rā**
- *Goodbye*, said to someone staying: **e noho rā**

Find a Māori language website on the Internet and listen to the correct pronounciation of these words.



a shell from a pāua, which is a shellfish found in New Zealand waters

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2 Māori Television Starts Broadcasting

Māori Television began broadcasting programs in 2004 to enable all New Zealanders and visitors to learn more about Māori language and culture. The New Zealand Government funds Māori Television to produce high-quality programs.

MĀORI TELEVISION

mā rātou mā mātou mā koutou mā tātou

The Māori subtitle means "for them, for us, for you, for everyone".

Television Program Synopses

Television stations provide schedules so that people can check screening times for each program. Part of that process involves writing a short synopsis, or summary, for each program to entice viewers to watch. Sometimes writers don't have much space for each synopsis, so they have to be very skilled at capturing people's attention in one sentence.





Interview with **Jim Mather**

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As chief executive of Māori Television, Jim Mather manages about 170 people who create, produce and broadcast programs in Māori and English language every day.



"What is the key message that you want to get across with Māori Television?"



"As a broadcaster, I would like people to recognise that Māori language and culture is a unique part of our identity as New Zealanders. Māori Television has a role in sharing our language and culture with all New Zealanders in our country and around the world."



"How many hours of children's programs are broadcast on Māori Television?"



"Each week, Māori Television broadcasts about 16 hours of children's television programs. These programs are vitally important in helping children to learn and prosper as speakers of the Māori language. Our staff at Māori Television also conduct guided tours for groups, such as school groups and community sports groups."



"Do you broadcast non-Māori children's programs from overseas?"



"Yes, many of our children's shows are series of cartoons, so our editors translate the script into Māori. Then they replace the original soundtrack with a recording of the Māori script."



Pūkoro *presenters*

TAMARIKI

Tamariki in Māori language means "children".