

TE MĀNGAI PĀHO

TE REO MĀORI PLAN - SOME GUIDELINES

A Māori Language Plan needs to describe firstly its audience impact objective and approach (External Facing). Secondly the Plan needs to describe how the Applicant's internal capacity and capabilities ensure the delivery of the stated Māori Language objective (Internal Facing).

In a "Right Shift" environment, a Māori Language Plan should identify:

- The Māori Language objective of the programme (or series), which should be able to be encapsulated in just a few words or phrases. Ideally this would convey the measureable impact of the programme. The objective should reflect the incremental change sought from the programme's target audience.
- How Te Māngai Pāho's four high level goals (refer Clause 3.4 below) will be demonstrated in the programme (or series).
- The Māori Language specifications of the programme (or series).
- The quantity and quality management processes (including progress reporting) that will be used to ensure the achievement of the objective, advancement towards the goals and delivery against the Māori language specifications.

MĀORI LANGUAGE OBJECTIVES

Audience Appeal

Provide an explanation of the big picture language objectives for your programme. Consider the goals of the government's Māori language strategy:

- *Strengthening language skills;*
- *Strengthening language use;*
- *Strengthening education opportunities;*
- *Strengthening community leadership; and,*
- *Strengthening recognition of the Māori language.*

Which of these goals does your programme support? Does it support learning words and phrases in respect of a specific domain or activity? (eg A hunting programme provides an opportunity to develop promote and the language of hunting, the outdoors, game and kai; alternatively a sports commentary may introduce vocabulary or develop words and phrases specific to that particular sport).

The most significant contributor to language death is societal attitudes and values. When the language is not viewed as relevant or valued by society it can make revitalisation efforts onerous and overwhelming. Does your programme support wider recognition of te reo Māori? If so what is its unique contribution? Who is the target audience for this?

Much of the revitalisation effort and resource has been focussed on numbers and proficiency at the expense of some of the other goals of the government's Māori language strategy; language plans that specifically support a wider range of the goals are encouraged.

Accessibility

Whether the language content is low or high, and the language simple or complex should be driven by the specified target audience and demographic. For programmes with high Māori language content, indicate whether there is any consideration of increasing 'Right Shifting' capacity of the programme by enhancing the accessibility of the programme beyond its **primary** audience. For example, this may include a version with subtitles or plans for distribution on other platforms.

TE REO MĀORI PROGRAMME CONTENT

Audience Appeal

Provide a brief explanation of the thinking behind the chosen Māori language content percentage . Whether the language content is low or high, and the language simple or complex should be driven by the specified target audience and demographic.

Accessibility

For programmes with high Māori language content, indicate whether there is any consideration of increasing 'Right Shifting' capacity of the programme by enhancing the accessibility of the programme beyond its **primary** audience. For example, this may include a version with subtitles or plans for distribution on other platforms.

Sustainability

Note to Applicants: *Briefly indicate how the chosen Māori language content will be sustained in the production, in terms of the identified language capability of production staff and talent.]*

Provide an outline of how te Reo Māori content will be achieved. This may be by means of:

- an analysis of a typical episode if te Reo Māori content will be even from episode to episode; or
- a more detailed description if Te Reo Māori content will be built cumulatively across the series, remembering that neither Te Māngai Pāho nor Māori Television expect the quantity of Māori Language content to vary by more than + or - 5% on an episode by episode basis.

NB: Te reo Māori content may be built up from a combination of:

- voice over
- waiata (provided it is in the foreground and not the background and purely incidental)
- scripted dialogue
- unscripted dialogue

Te Reo Māori content will be measured as a proportion of the total programme dialogue (spoken or sung) and not as a proportion of the total programme duration.]

TE MĀNGAI PĀHO'S HIGH LEVEL GOALS FOR MĀORI LANGUAGE

Te Māngai Pāho is cognisant of the government's Māori Language Strategy and supports the goals of that strategy. As articulated in our own strategy documents, the research available to Te Māngai Pāho suggests that there is a need to re-focus our approach to language revitalisation and as a consequence Te Māngai Pāho has adopted the ZePA 'Right Shift' approach (for more information on the ZePA model please visit the Te Māngai Pāho website). Te Māngai Pāho has also elected to adopt the following four high level goals as an expression of that strategy:

Ko te reo kia tika	High Quality
Ko te reo kia rere	Frequency and eloquence
Ko te reo kia Māori	Promote a Māori World View
Ko te reo kia ora ¹	Normalisation of the Māori language

To provide a little more context for these objectives:

Ko te reo kia tika

At its most simple level this is about good quality reo, but under the 'Right Shift' umbrella it becomes more about improving the quality of reo along the learning continuum. Of course there is still the expectation that in all domains where an Applicant can control the quality of reo in a programme it will be of the highest standard. However, implicit in the 'Right Shift' concept is the notion that Producers and Reo Consultants not only strive for high quality te reo Māori but also work in a sympathetic and proactive manner with less capable exponents of te reo to produce an acceptable quality while also contributing to a 'Right Shift'. The thought being that 'continual improvement' with high quality as the end goal is a good outcome.

Ko te reo kia rere

Again at very simple level the expectation is that there is a frequent and eloquent flow of te reo Māori. Again, where the Applicant has control of the quality of te reo it should be eloquent. But a broader expectation of this objective might also include 'incremental increases in the quantity of te reo in a programme'; over the course of a series, or from series to series, or perhaps even both. The emphasis is on incremental changes because Te Māngai Pāho recognises the need to nurture and grow audiences. To dramatically increase the quantity of te reo in a programme or series may have a negative impact on the audience, which could result in a negative impact on Māori language outcomes or 'Left Shift'. Ultimately the quantity and level of te reo Māori in a programme and the decision as to what is an appropriate incremental growth rate is a question that will need to be set in consultation with the broadcaster of the programme. But from a Te Māngai Pāho perspective it is suggested a conversation around the language 'trajectory' of a programme is something that should be considered early in the planning of the programme. It follows that programmes that have a language plan that includes a clear and sustainable language trajectory will be encouraged.

Ko te reo kia Māori

Make the language Māori. Culture and language are inextricably entwined and therefore it is vitally important that the thought behind the language is culturally accurate. Another way of expressing this might be to say translate the whakaaro or wairua and not the word(s). Take for example the English expression 'you can't make a silk purse from a sow's ear'. Clearly neither a sow's ear nor a silk purse was in abundant supply prior to the arrival of the Pākehā. So the 'kia Māori' objective might not be supported by a direct translation of that expression. A more Māori translation might be 'tē puta mōtoi mai te pungapunga' (a greenstone ear pendant doesn't come from pumice). In the context of 'Right Shifting' fluency, the hope is that the good quality te reo produced is imbued with and reflects a Māori cultural perspective.

¹ [Adapted from 'Ko tā Te Kōhanga Reo Rehu' in *Te Ara Tuapae* \(2006\)](#)

Ko te reo kia ora

Te Māngai Pāho believes that 'normalisation' of te reo Māori must be a primary objective of our language interventions. That requires te reo to be more openly spoken and used in a wider variety of 'natural' everyday domains and for those domains to expand so that they hopefully start to overlap. Normalisation implies that the sound of the language, its visibility, and its use are all part of normal everyday life, from the purchasing of a loaf of bread to buying a car. It is not the compulsory use of the language, but rather the acceptance upon seeing, hearing and speaking the language as a normal and expected part of life in Aotearoa/New Zealand.

Currently the use of te reo is largely confined to places of work, educational domains, marae (although the suspicion is that in the case of most marae it is more specifically the 'formal marae'), and a modest number of homes. The research indicates that even in homes where there are a number of fluent speakers they default to English most of the time. Obviously there is significant opportunity for 'Right Shift' in terms of normalisation of te reo Māori. But normalisation is the ultimate expression of Te Māngai Pāho's vision: '*Ahakoā kei whea, ahakoā āwheā, ahakoā pēwheā, kōrero Māori*'; Māori language - everywhere, every day, in every way!

- There is an expectation that organisations funded by Te Māngai Pāho will lead the 'Right Shift' concept with their own behaviour. Therefore Te Māngai Pāho will expect Applicants to demonstrate a commitment to develop and maintain Māori language skills within its own organisation.
- Language planning should be an integral and organic part of programme production and not a last minute 'add on'. It is therefore important that producers ensure that have the appropriate language planning and quality expertise available to the project from inception until completion.
- State what contribution the proposed programme will make towards the revitalization of the Māori language and the 'Right Shift' objective of Te Māngai Pāho's language strategy. Talk about the specific opportunities that your programme offers and not in broad generalities.
- Where possible create unique language outcomes for your programme and suggest the ways that you might measure those outcomes. Commitment to measure outcomes is one of the assessment criteria.
- State the target audience language level and intended percentage of Te Reo Māori. These need to fall within the following categories: Receptive audiences (beginner 0% - to 30%), Second language learners (intermediate 30 to 70%), or Fluent speakers of Te Reo Māori (over 70%).
- Provide details of the script - where appropriate and according to the proposed programme genre.
- **Provide a Māori language plan that talks about the specific things your programme will do for the te reo Māori.**

PROGRAMME SPECIFICATIONS

Again, please do not treat this as a Draft Language Plan. The information below covers some of the things that might and/or should be included in a language plan for your programme. But it is not a prescriptive all inclusive list. Applicants need to work creatively with their respective Reo Consultants to develop the best language plan for their particular programme.

QUANTITY AND QUALITY MANAGEMENT PROCESSES

Provide an outline of how Te Reo Māori Content Plan will be monitored and reported against the Quantity and Quality Guidelines outlined below.

For example:

“Te Reo Māori consultant will provide a report on quality and quantity assurance as part of the narrative and financial reports for each milestone. This will include progress against Te Reo Māori Content Plan and note any amendments required to meet the overall reo quantity and quality levels outlined in the proposal.”

TE REO MĀORI QUANTITY AND QUALITY ASSESSMENT GUIDELINES

QUANTITY GUIDELINES

Te reo Māori quantity will be measured as a proportion of the total programme dialogue and not as a proportion of the total programme duration. The quantity will be consistent across the programme or series, from episode to episode.

Please note that no episode of a series should be over or under the level contracted for the series by more than 5%.

The appraisal of the quantity will be determined by a stopwatch which measures the amount of Māori dialogue within a programme.

The quantity and quality of te reo Māori will be assessed by Te Māngai Pāho and the Broadcaster.

QUALITY GUIDELINES

Te Māngai Pāho has developed a 5 stage assessment matrix for the quality of te reo Māori. This is applied with reference to genre, Māori language content, and target audience. The application of the assessment tool takes into account the fact that productions do not always have 'control' of all te reo Māori spoken in a programmes; and, that in some circumstances to exercise 'control' over the quality of te reo Māori will be counter-productive and effectively have An undesirable 'Left Shift' outcome.

EUPHONY

MATATAU (5)	Excellent oral delivery appropriate to genre and target audience
TINO PAI (4)	Very good oral delivery appropriate to genre and target audience
PAI (3)	Oral delivery is good with a few errors
ĀHUA PAI (2)	There are many errors made in the oral delivery
KINO (1)	Oral delivery is 'kawa ki te taringa'

PRONUNCIATION

MATATAU (5)	Excellent pronunciation, enunciation, intonation and stress
TINO PAI (4)	Very good pronunciation
PAI (3)	Good pronunciation with few errors
ĀHUA PAI (2)	Poor pronunciation with many errors
KINO (1)	Poor pronunciation with too many errors

VOCABULARY

MATATAU (5)	Excellent use of an extensive range of traditional and new words
TINO PAI (4)	Very good use of a wide range of vocabulary
PAI (3)	Good use of appropriate vocabulary
ĀHUA PAI (2)	Limited, repetitive vocabulary range
KINO (1)	Very limited vocabulary range

GRAMMAR

MATATAU (5)	Excellent, creative use of an extensive range of grammatical structures
TINO PAI (4)	Very good use of a wide range of grammatical structures
PAI (3)	Good use of a range of appropriate structures
ĀHUA PAI (2)	Limited range of grammatical structures often with errors
KINO (1)	Too many grammatical errors are made

CAPTIONS²

MATATAU (5)	English and Māori subtitles and captions are excellent with no errors
TINO PAI (4)	English and Māori subtitles and captions are very good with no errors
PAI (3)	English and Māori subtitles and captions are good with few errors
AHUA PAI (2)	English and Māori subtitles and captions contain many errors
KINO (1)	English and Māori subtitles and captions contain too many errors

STRATEGIC CONSISTENCY³

MATATAU (5)	Full evidence of company's commitment to language revitalization
TINO PAI (4)	Māori language revitalization objectives are fully detailed
PAI (3)	Māori language revitalization objectives are detailed
ĀHUA PAI (2)	Māori language revitalization objectives are limited
KINO (1)	Māori language revitalization objectives are not present

² Refer to "Recommended Orthographic Conventions – www.tetaurawhiri.govt.nz

³ Relates to both Funding Proposals and delivery of proposed language outcomes.

Remember also the four broad goals that Te Māngai Pāho has embraced in respect of te reo Māori:

Ko te reo kia tika	High Quality
Ko te reo kia rere	Frequency and eloquence
Ko te reo kia Māori	Promote a Māori World View
Ko te reo kia ora	Normalisation of the Māori language

Our assessment framework will always be applied in the context of the 'Right Shift' strategy, these broad objectives and the nature of the individual programme.