

# Alternatives to anti-Māori themes in news media

## Theme 14 'Māori success'

*Particular forms of Māori economic activity in the arts, business and education are celebrated, especially those using aspects of Māori culture for branding. This is the only positive theme about Māori; however, it still ties in with other negative themes.*

### How this is being said

Young Māori, starting business, exhibition, show, first, world stage.

### Examples

- 'Papatoetoe business testing the waters in the global economy'. *Manukau Courier*, Dec 4, 2007.
- 'A new 'cybertribe' of Maori artists is harnessing the web to take paintings, sculpture, mixed media, weaving and glassworks to the world art market.' *NZ Herald*, Sep 10, 2004.

### What does this assume?

- Māori success is rare but can occur.
- Success is to be defined in Pākehā terms.
- Māori can be successful when they use Pākehā structures and values.
- Māori success is positive as long as it doesn't threaten Pākehā wealth or power.

### What does this do?

- Divides Māori from one another.
- Māori have to be superstars, amazing and outstanding to be successful.
- Supports the 'good Māori/bad Māori' theme - these good Māori just try harder.
- Reinforces the idea that everyone has equal opportunities.
- Limits Māori success to pre-determined areas.

### How else could this be said?

- Māori are often successful in spite of stereotypes and racism.
- What defines Māori success? How do Māori themselves understand success?
- Self-promotion is discouraged: Kāhore te kūmara e kōrero mō tōna reka - The kumara does not say how sweet it is.

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See [www.trc.org.nz/  
theme-14-m%C4%81ori-  
success](http://www.trc.org.nz/theme-14-m%C4%81ori-success)

Submit your own examples of this theme in the media and suggest your alternatives. Suggestions will be moderated and uploaded to the site.