

Te Reo Māori

Māori Language Expectations



Te whainga

“The goal of a te reo Māori language plan is getting the right balance between delivering your reo strategy without impeding the entertainment value of the show,” Piripi Curtis, Hikoi NZ.



Hōtaka

Programme: ???

Audience - Who are you targeting

Reo Quota: Fluent
Bi-Lingual
Receptive

ZePA right shift

Zero → Passive → Active

Kore → Pō → Awatea

Where does the core audience for your programme sit along the ZEPA Model?

We see the audience for ??????? in the ???? category on the Right-shifting spectrum.

We will right shift them by?.

Te Taura Whiri i Te Reo Māori identifies 5 indicators of Maori language health

They are:

- **Status:** the language and its use need to be held in high regard and valued by those who use it and by other communities.
- **Corpus:** there must be an accessible body of language and associated development resources, to assist those wanting to learn, use and retain the language.
- **Acquisition:** there must be a regular flow of new people using the language.
- **Usage:** te reo Māori is in usage in various domains.
- **Critical Awareness:** there is promotion of what can be accessed to assist in learning te reo and a pathway to increase proficiency and competency, and/or maintain quality.

Which core indicators will you use to Right-shift audiences?

Ko te reo kia tika, kia rere, kia Māori

Ko te reo

Kia tika - how will it be tika,

Kia rere - how will it flow

Kia Māori - how will it be Māori

Papakupu

Papakupu: A glossary of terms or words to be used.

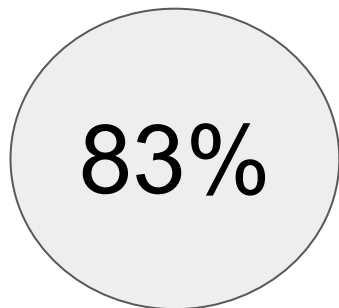
How will you weave in, **Kiwaha, whakatauki, waiata.**

A **profile** of your **Māori language consultant.**

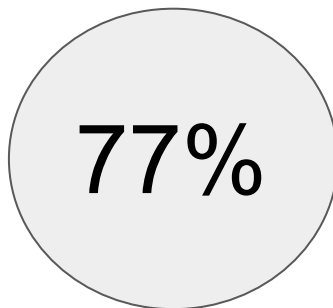
Most importantly your proposal will tell the assessor how your programme, song or digital initiative, **will make a contribution to the revitalisation of te reo Māori by ???**

Are we normalising te reo Māori?

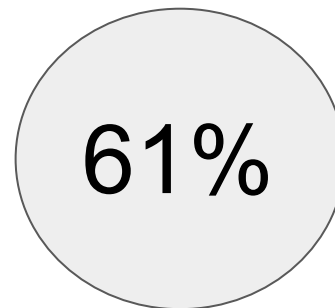
Has Hunting Aotearoa helped improve acceptance/ comfort level of hearing the Māori language being spoken?



Have you learnt or tried to learn new Māori words watching this series.



Have you attempted to use any Māori words you've seen on the series.



**2017 Survey:
650
Respondents
on Facebook**