

Note on Usage

A number of decisions about terminology were necessary in the writing of this book. First, although I have used the terms ‘Māori’, ‘Aboriginal’, ‘Pākehā’, ‘Indigenous’ and ‘non-Indigenous’ throughout, I wish to problematise them here. Neither ‘Māori’ nor ‘Aboriginal’ people existed in a conceptual sense prior to the coming of Europeans to the lands now known as Aotearoa/New Zealand and Australia; rather, a number of iwi and hapū (tribes and sub-tribes) inhabited the former, and many distinct nations the latter. Both ‘Māori’ and ‘Aboriginal’ are problematic words in that they are essentialising terms which set up binary oppositions, and the same might be said of the terms ‘Pākehā’, ‘Indigenous’ and ‘non-Indigenous’. As well, to describe a person as ‘non-Indigenous’ is to describe them in terms of what they are not, and is thus a negative and often unhelpful description. However, other terms are difficult to suggest and often equally problematic. Moreover, as this is a study of representations in the media, which has been and continues to be dominated by non-Indigenous people, these terms are appropriate. Not only are they commonly used terms in the media and wider popular discourse, they are constructed terms which represent difference in specific ways. For this reason, I have also used ‘New Zealand’ rather than ‘Aotearoa’ or ‘Aotearoa/New Zealand’. Second, current scholarly consensus considers race to have no biological foundation, but to be socially constructed and ideological. I adopt this understanding of race as, like gender, socially constructed. Inverted commas are implied around race each time the word is used, though for stylistic reasons they are not included except in quotations. Quotations are given as they appear in the original, excepting where changes to initial capitalisation were required for reasons of style. All numbers and percentages have been rounded to whole numbers. Finally, I have not italicised Māori words, because te reo Māori (the Māori language) is an official language of New Zealand, my country of birth.