

Whakaputanga Pāpāho – Rāhina 21 o Poutūterangi

Whakatūpato: Ka mōrihariha pea ki ētahi te reo i roto i tēnei rangahau

I kitea ake e te rangahau a te BSA, he kiripiro ake te hunga mātakitaki ki ngā kupu kaikiri, engari he māhaki ake ki te kupu-F

E heke haere ana te rata a ngā kaiwhakarongo reo irirangi, kaimātaki pouaka whakaata hoki ki ngā kupu kanga kaikiri, engari e ngāwari haere ana ngā waiaro ki ngā kupu whakaparahako whakapono me te kupu-F, e ai ki te rangahau hou a te Mana Whanonga Kaipāho.

Ka noho ngā kitenga hei wāhanga o ngā rangahau hou a te BSA e whaiwhai ana i ngā tirohanga tūmatanui e kukune haere ana, e pā ana ki te reo kanga i ngā whakapāhotanga. Ka whakamahia ngā hua e te BSA me ngā kaiwhakapāho ki te āwhina ki te whakarite kia whakaata ngā hōtaka me ngā whakatau a te BSA i ngā waiaro o te hapori i te wā nei.

I pātaitia ngā kaiwhakauru o te [uiui Language That May Offend in Broadcasting](#)* he aha ō rātou whaiaro whānui ki ētahi kupu 31 tērā pea ka whakamōrihariha, ā, tae atu ki ō rātou whakaaro ki ngā kupu i roto i ngā horopaki whakapāho rerekē. Ka uru ki ēnei ko ngā kupu kanga, ngā kupu kaikiri, ngā kupu whakatoihara ira, me ngā kupu whakaparahako whakapono (tae atu ki ētahi kupu Hāmoa, te reo Māori hoki).

Kei roto i ngā kitenga matua ko ēnei:

- Ina whakatauritehia ki te uiui o te tau 2018, kua kore e tino rata te iwi ki ngā kupu kaikiri. Ka noho ko ēnei ngā kupu weriwari e whitu katoa puta noa i ngā horopaki whakapāho.
- Ko te kupu-N te kupu kāore rawa i tino whakaaetia o ngā kupu katoa i whakamātauria, otirā 65% o ngā kaiwhakautu i kī ake, he kino tēnei kupu puta noa i ngā horopaki katoa. Ko te kupu-C (he 57%) te kupu kino tuarua ōrite, i te taha o tētahi atu kupu kanga hou i whakamātauria.
- Mai i te tau 2018 kua kaha te heke o ngā kupu e whakaarotia ana he kino, tae atu ki ngā kupu F, otirā e tohu ana ngā hua i te māhakitanga o ngā waiaro ki ngā kupu whakaparahako whakapono.
- Ko ngā iwi o Te Moana-nui-a-Kiwa ngā mea kāore tonu i tino rata ki ngā kupu kanga. Ko te kupu-N te kupu weriwari katoa ki a rātou, pērā anō hoki ki ngā mātāwaka katoa. Ko ngā kupu kaikiri, whakatoihara ira hoki ngā kupu kino rawa ki te Māori.
- He ngāwari ake ngā taiohi ki te reo mōrihariha, i te hunga 55 tau pakeke ake rānei. Engari he kiripiro ake ki ngā kupu e pā ana ki te ira, te hōkakatanga rānei, i ngā rōpū pakeke ake.
- Ko te tikanga kāore ngā rōpū pakeke ake i te 65 tau e tino rata ki te reo mōrihariha.
- He kino ake ki ngā wāhine ngā kupu mōrihariha pea, i ngā tāne (kāore tētahi kaiwhakauru i tohu i tētahi atu ira).
- E whakaarotia ana kāore i tino pai te reo mōrihariha i ngā taiao whakapāho pono kei reira tētahi kaihautū, i ngā pāhotanga hākinakina, i ngā reo irirangi whakawhiti kōrero, i ngā hōtaka whakaatu i te ao tūturu, me ngā hōtaka i mua i te 8.30pm.
- E kitea ana te whakamahinga o te reo mōrihariha pea e ngā kiri hangareka i muri i te 8.30pm, i roto hoki i ngā ataata waiata i runga whakaata, i runga reo irirangi rānei, hei mea ngāwari ake tēnā i te whakamahinga i ētahi atu momo hōtaka.

E kī ana te Upoko o te BSA a Glen Scanlon, e whakarato ana ngā kitenga i tētahi tirohanga whānui

o ngā whakaaro o te wā nei e pā ana ki te reo e whakamahia ana i ngā whakapāhotanga, e whakaata ana hoki i te āhuatanga e kukune haere ana ngā waiaro o te hapori.

“E mārama ana te kī a te iwi e kore e whakaaetia te reo e whakapūmau ana i te kaikiri.”

E kī ana a Scanlon e whakamiramira ana te rangahau i te tūranga whitake o te horopaki ki ngā whakaaro o ngā kaimātakitaki ki te whakamahinga o te reo.

“E tāraro ana hoki i te uara o ngā whakatūpato kaimātakitaki e mārama ana te whakatūpato i te momo reo ka pakeke ki ētahi, ā, me te whakapāho i te wā e tika ana ki ngā ihirangi kei roto – kia pai ai ngā whakatau a ngā kaimātakitaki,” te kī a Scanlon.

* 1,505 ngā tāngata he 18+ te pakeke, i uiuitia mai i te 18 o Whiringa-ā-rangi ki te 10 o Hakihea 2021, e NielsenIQ mō te BSA. Ka kitea te pūrongo uiui katoa, tae atu ki ngā kitenga mō te whakaaetanga o ngā kupu motuhake 31 puta noa i ngā horopaki whakapāho rerekē 12, i te pae tukutuku BSA [i konei](#).

MUTUNGA

Mō ētahi atu mōhiohio whakapā atu ki a Pete Barnao i te 021 623 794

ĒTAHI ATU MŌHIOHIO

MŌ TE MANA WHANONGA KAIPĀHO

He hinonga Karauna motuhake te BSA e whakahaere ana i ngā paerewa whakapāho o Aotearoa. Ka whakatau ia i ngā amuamu kua takahia e ngā whakapāhotanga ngā paerewa, ā, ka whakahaere rangahau, ka tiroiro hoki i ngā paerewa whakapāho i runga anō i ngā whakawhiti kōrero ki ētahi atu kaiwhakapāho.

Whāia mai i runga o Twitter [@BSA_NZ](#) i runga rānei o [LinkedIn](#)

Mō ētahi atu mōhiohio tirohia tā mātou pae tukutuku: www.bsa.govt.nz