

The Fixes



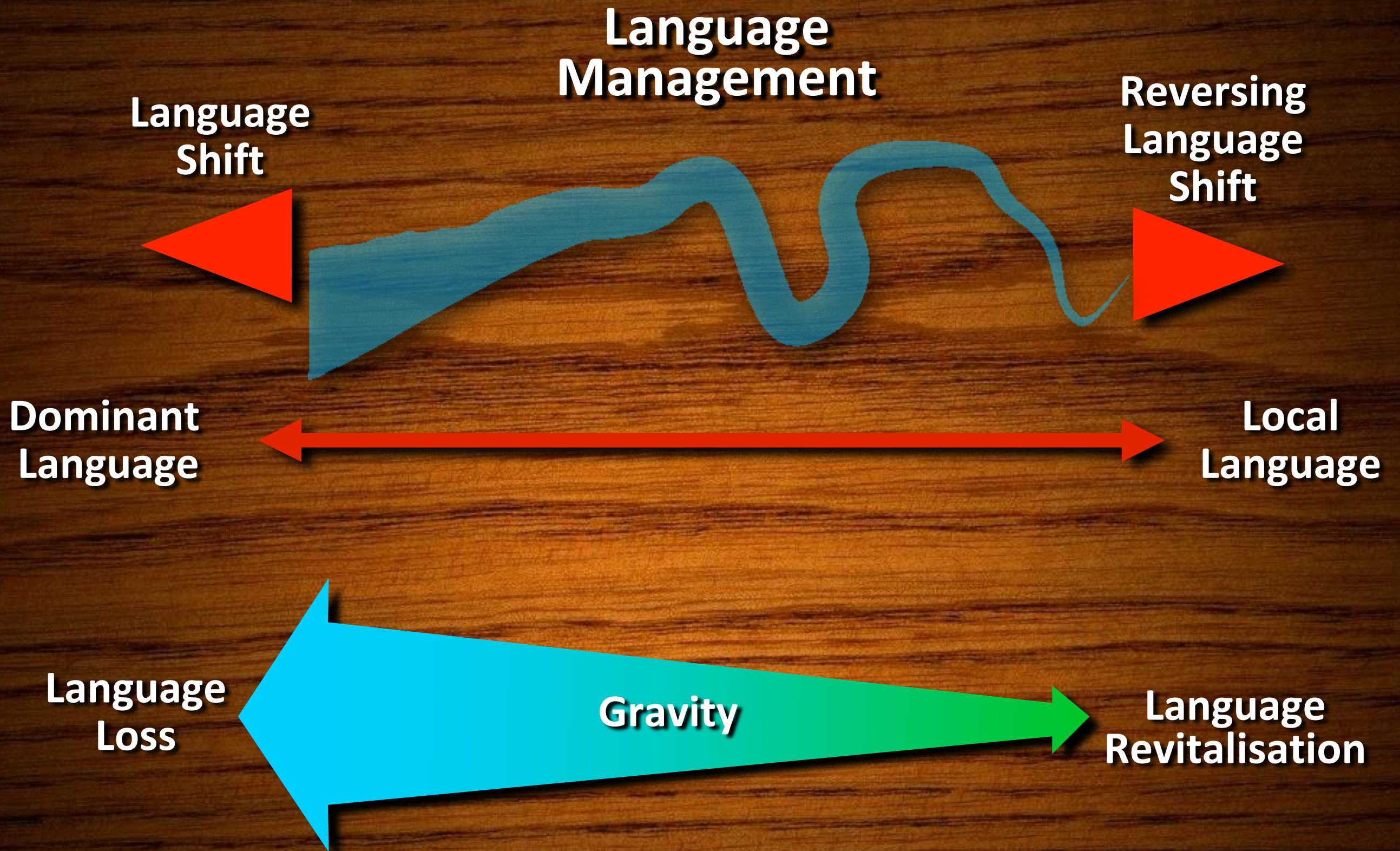
Bureaucratic: *create an organisation to do it:
minority involved & majority satisfied*



Scientific: *save it with technology and analysis:
CD ROMs, Archives, Grammar analysis,
Dictionaries, DVDs, Recordings*

Language Revitalisation

- **Tukuihotanga o te Reo:** *Transmitting Reo from older generations to younger generations*
- **Rumaki:** *well managed domains of immersion*
- **Tuakiri:** *reo use is strongly linked with a secure cultural identity*

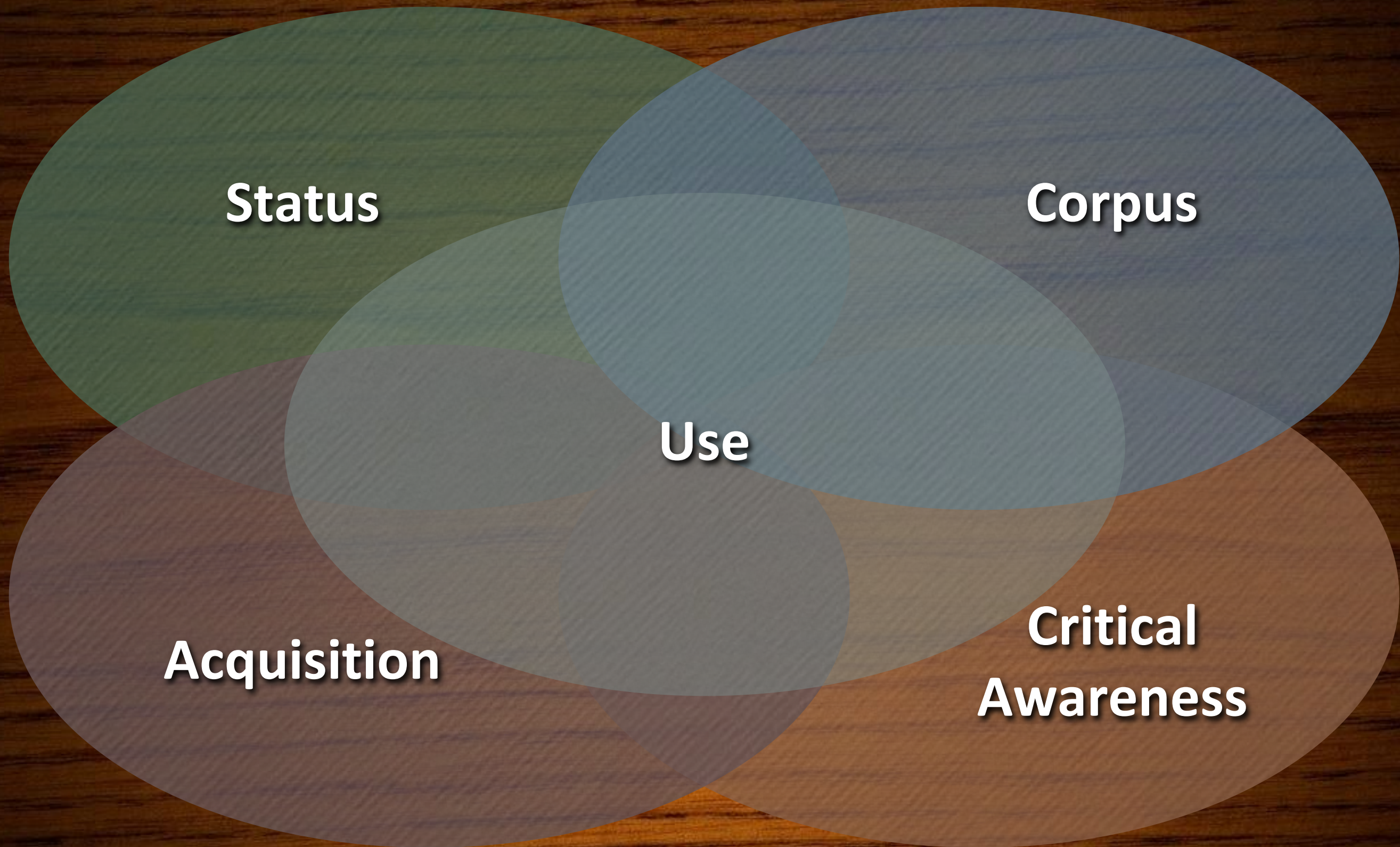


Language Planning

Deliberate efforts to influence the behaviour of other with respect to the acquisition, structure or functional allocation of language [resources]

Cooper, 1990, pg.45

- I. **what** actors
- II. attempt to influence **what** behaviours
- III. of **which** people
- IV. for **what** ends
- V. under **what** conditions
- VI. by **what** means
- VII. through **what** decision-making process
- VIII. with **what** effect





Status

Corpus

Use

Acquisition

**Critical
Awareness**



Status

Corpus

Use

Acquisition

**Critical
Awareness**



Tuku Reo Tuku Mouri

language, culture crossing generations

Trust Vision

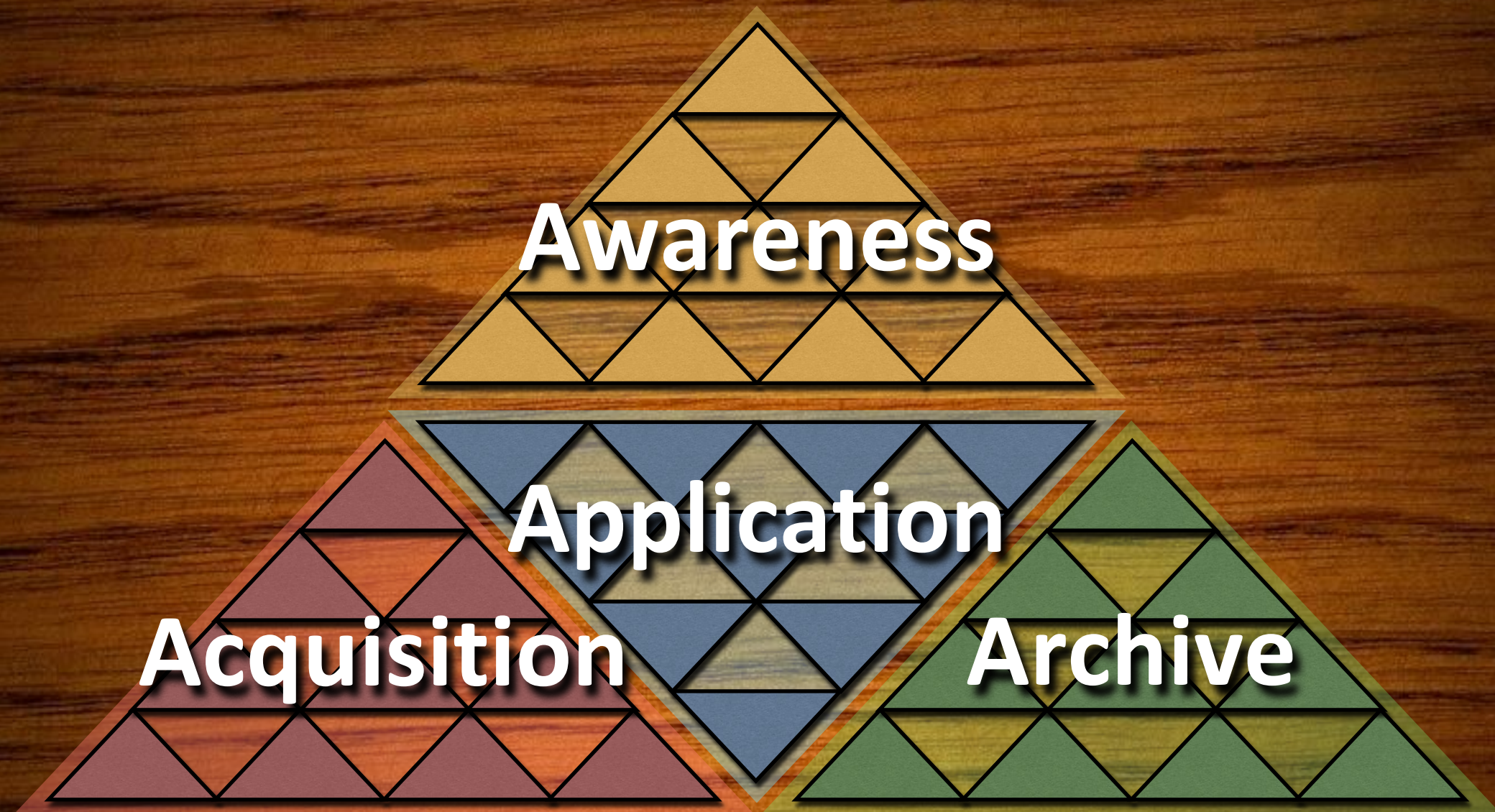
"Tuku reo, Tuku Mouri"

Language, culture, crossing generations

Trust Mission

Our Taranaki reo will be acquired and sustained naturally within all Māori community environments, strengthening our unique regional identity.

Strategic Approach



Taranaki Māori Language Strategy 2005-2015

‘Tuku Reo Tuku Mouri’

‘Language, Culture Crossing Generations’

2005

Acquisition

Resource
Development

Seminars /
Symposiums

Kaiako / Whānau
Dev. Programmes

Reo Wānanga

Reo programmes

Application

Community Language
Advocates

Reo-based Resources

Web-based Reo
Forums

Whānau Youth
Groups

Reo Days / Regional
Festivals

Archive

Reo Recording

Wordlist / Dictionary

Taranaki Archive /
Encyclopedia

Manuscript
Documentation

Research Analysis /
Production of
Academic Articles

Awareness

Website

Newsletters / Email

Reo Irirangi Promos

Seminars
/Symposiums

Print Media

Promotional Material

‘Tuku Reo Tuku Mouri’

‘Language, Culture Crossing Generations’

2014

Acquisition

Hōpuapua Reo
Kāpunipuni Reo
Taiahoaho Reo
Te Kura Taiohi
Wharekauri wānanga
Te Pūtake Reo
Cultural Awareness -
TOL, TRC, Sport T,
TRFU

Application

Tūkaikaha
Māori Language
Week
18 & 19 Parihaka
Puanga Festival
Aotea Regionals
Māui Pōmare day
Te Ara Puāwai

Archive

Oral Recordings
Digitisation projects
Archive catalogue
Online archive
database
Physical Archive &
Training Facility
Archive & Oral
History Programme
Reo Exhibition

Awareness

Regular articles,
Newsletters
Website update &
Brand refresh
Language Planning
Māori Language &
ACE Awards
Resources &
Merchandise
Free Community Reo
classes
Translations - TRC,
PA, TDHB, TOL, NPDC