SUPERVISOR/S: Andreea Calude and Hemi Whaanga
PROJECT TITLE: Language Attitudes towards Māori Loanwords in NZE: public and private ideologies
FIELD: linguistics, Māori studies, psychology
DIVISION/SCHOOL: ALPSS - School of Arts
PROJECT LOCATION: Hamilton

PROJECT ABSTRACT:
As speakers do not live and operate in an isolated, sealed vacuum, neither do the languages that they speak. One of the most salient consequences of such ‘contact’ between languages is the borrowing of words from one language into another. Here, on the shores of Aotearoa New Zealand, research points to an extended, increasing and persistent flow of words from Māori into (NZ) English. This flow does not go unnoticed by the speakers of this English variety and opinions vary on the matter (quotes from Calude et al 2019): (A) Quote from Guyon Espiner (well-known NZ broadcaster) in favour of using Māori loanwords ‘Armed with my tenuous grasp on the language I began to weave it into my radio presenting as co-host of RNZ’s Morning Report. We’ve always done basic greetings in Māori on the show but I wanted to do more and began to extend the greetings and include basic information in Māori–such as the days, dates and temperatures for the main centres’. [source: My te reo Māori journey, 13/09/2017, The Spinoff] (B) Quote from Don Brash (former PM of NZ) against using Māori loanwords: ‘It’s tokenism of the worst kind’, he [Don Brash] says. Don Brash is continuing his attacks on the use of Te Reo on Radio New Zealand. The former National Party leader appeared on The AM Show on Wednesday, after saying he was ‘utterly sick’ of the use of Aotearoa’s indigenous language in broadcasting. [source: ‘Don Brash’s scathing statement on Te Reo usage’, 29/11/2017, Newshub] With an increasing body of work detailing the linguistic process of borrowing, the time is now ripe to bring language users to the centre stage and to explore their attitudes regarding the use of borrowed words. This project sets out to investigate for the first time (to our knowledge) NZ adult (both Māori and Non-Māori) attitudes and evaluations of the use of Māori borrowings in New Zealand English by means of an attitudes questionnaire. How do NZ adults of various linguistic and ethnic backgrounds and of various genders perceive this use of such borrowings? How do they feel about their own practice and language use, and what are their reactions to the practices of those around them? A second strand of the project will consider the branding and marketization strategies employed by NZ businesses involving the use of Māori borrowings, e.g., (the beer brand) Tui and (the clothing brand) Mana. We will first document such practices and then aim to detect patterns in the ways in which businesses harness linguistic means as potential markers of business success (how are the Māori words used to attract a buyer?). These attitudes matter because language is a yardstick which we use to build impressions and make judgements about people around us, from their intelligence to their friendliness and their belonging (or not!) to our social groups. As ongoing changes are taking place within the lexicon of New Zealand English, it is important to measure the pulse of its speakers in reaction to these changes.

STUDENT SKILLS:
• excellent language skills and English language ability, strong familiarity with the New Zealand context
• willingness to work independently in a completely new field of inquiry, and ability to contribute own ideas if called upon;
• good computer literacy and willingness to learn how to use new software, any experience with Qualtrics or similar experimental software a plus (but not required)
• background is ideally in either linguistics, te reo Māori or psychology

PROJECT TASKS:
• RESEARCH LANGUAGE ATTITUDE QUESTIONNAIRE DESIGN Summer scholar will research various formats and facets that NZ and overseas scholars have used to probe language attitudes (sources will include academic and scholarly publications, Language Commission surv
• DEVELOP LANGUAGE ATTITUDE QUESTIONNAIRE ON QUALTRICS Under the guidance of the supervisors, summer scholar will use the research undertaken to develop a language attitude survey to be given out to NZ adults. The questionnaire is to be given out via the on
• PREPARING ETHICS APPLICATION Summer scholar will prepare an ethics application to be submitted to the ALPSS ethics committee in early January, in order to facilitate collection of language attitudes from NZ adults in relation to the use of Māori loanword
• REVIEW OF NZ BRANDING STRATEGIES Summer school to undertake research into NZ brands which use Māori loanwords in their title as well as any wide advertising campaigns which enlist the use of Māori words (for example, Koru Lounge, Tui beer, Manuka honey;
• SUMMARY REPORT Time permitting, the summer scholar will synthesize the findings from the branding strategies uncovered in Task 4 in a short report which will serve as a potential for further investigation (such as, interviews with relevant stakeholders

EXPECTED OUTCOMES:
• Student’s Research Poster (as per clause 6 of the Scholarship regulations)
• DEVELOP THE FIRST LANGUAGE ATTITUDE QUESTIONNAIRE PROBING ATTITUDES TO MĀORI LOANWORDS. One of the most important outcomes of this work will be a resource which we hope to deploy in order to increase understanding of NZ attitudes toward the use of Māori.
• NEW DATA IN RELATION TO MĀORI BRANDING STRATEGIES. This will be the first systematic survey of the various NZ brands which use Māori loanwords in their names or advertising campaigns. We hope to learn a bit more which types of industries make use of the
• TRAINING & SKILLS. This project involves a diverse sets of tasks, engaging with literature and independent research, preparing an ethics application, developing a language attitudes survey, synthesizing findings and outcomes in a report.
• This project has the right scope to be fruitfully expanded into a Masters project for the appropriate candidate.