

# Faculty of Applied Humanities

# Postgraduate Student Conference 2011



Friday 29<sup>th</sup> July  
8.45am – 3.30pm  
AUT Marae

# PROGRAMME

8.45-9.00am	Registration and coffee AUT Marae Wharekai		
9.00-9.15am	Mihi and welcome AUT Marae Wharenui		
9.15-10.00am	Keynote Speaker: Professor Marilyn Waring, Institute of Public Policy <i>Using your research to facilitate social change</i> AUT Marae Wharenui		
10.05-10.30am	Pip Mules Doctor of Education <i>The Stamp of Knowledge: How the printing press has shaped our modernist knowledge agreements</i> Venue: WB306	Kim Werner PhD Tourism <i>The contribution of a nationwide mega-event to increase collaborative and knowledge transfer capacity in a regional destination marketing environment</i> Venue: Wharenui	
10.30–10.55am	Morning Tea – AUT Marae Wharekai		
11.00–11.25am	Anne Hayden PhD Public Policy <i>Why rock the boat? Non-reporting of intimate partner violence</i> Venue: WB306	Yael Klangwisan PhD Theology <i>Jouissance – a radical encounter with the Song of Songs</i> Venue: WB407	Workshop: <i>Thinking about postgraduate study?</i> Dr Sharon Harvey, Deputy Dean (Research and Postgraduate) Venue: Wharenui
11.30–11.55pm	Michael Lee Master of Tourism Studies <i>Understanding the motivation(s) to visit thoroughbred horse racetracks in New Zealand during the low-season for 20 to 30 year-olds</i> Venue: WB306	Workshop: <i>Postgraduate support and processes for new postgraduate students</i> Panel presentation chaired by Sarah Lee, Doctoral Administrator Venue: Wharenui	
12.00-12.30	Elizabeth Turner PhD Languages <i>Discourse analysis of popular song lyrics</i> Venue: WB306	Workshop: <i>Funding your postgraduate/doctoral studies</i> Eddy van de Pol, Postgraduate Administrator Venue: Wharenui	
12.30–1.10pm	Lunch – AUT Marae Wharekai		
1.15–1.40pm	James Rodgers MA Social Sciences <i>Competing Moral Panics</i> Venue: WB327	Workshop: <i>Doing a doctorate at AUT</i> Dr Sharon Harvey, Deputy Dean (Research and Postgraduate) Venue: Wharenui	
1.45-2.45pm	Panel Presentation: <i>What was Don thinking? What was Don saying?</i> Chaired by Dr Sharon Harvey Panelists: Assoc. Prof. Nesta Devine, Prof. Charles Crothers, Assoc. Prof. Love Chile Venue: Wharenui		
2.45pm	Afternoon Tea and Closing AUT Marae Wharekai		

# KEYNOTE

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9.15-10.10am

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**Professor Marilyn Waring, Institute of Public Policy**

***Using your research to facilitate social change***



Dr Marilyn Waring is known internationally for her groundbreaking work in political economy, development assistance and human rights, and for her classic work, *Counting for Nothing - what men value and what women are worth*.

In New Zealand she is a distinguished public intellectual, a leading feminist thinker, and an environmentalist. She served three terms in New Zealand's parliament after election at the age of twenty-three.

Professor Waring works in the Institute of Public Policy at AUT University, focusing on the supervision of postgraduate theses.

She has been a Member of the Board of the Reserve Bank of New Zealand, the Councils of Creative New Zealand and Massey University, the QEII National Trust, the Institute of Judicial Studies, and is a member of the Boards of the Association of Women in Development (AWID) and the Canadian Index of Well Being.

# ABSTRACTS

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10.05-10.30am

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**Pip Mules**  
**Doctor of Education**

***The Stamp of Knowledge: How the printing press has shaped our modernist knowledge agreements.***

This presentation explores classroom textbooks as technology: knowledge tools. For approximately 500 years the textbook has long been the 'faithful sidekick' (Levinson, 2007) of classroom teachers. While there is some research into the ideological content of textbooks there is very little research into how they are being used in classrooms, and their influence on learning and epistemology. Vygotsky (1962) believed that coming to know about the world is 'the mutual shaping of tool and practice'. Media ecologists (Levinson, 2007; McLuhan, 1994; Ong, 1982) claim that the particular materiality of any medium shapes our agreements about what is right and true. This paper examines textbooks as material prisms through which negotiated agreements about the world pass in a two way (mutual) movement. Originally all textbooks were hand crafted by monks or individual students. Then the printing press stamped knowledge on to paper and with that stamping process came our modernist perception that knowledge is standardized, sequential and decontextualised from the ongoing conversation of life. Theorists such as Kress and Van Leeuwen (2001) have examined the emerging changes in modal representation in textbooks, but only within the confines of the stamp. Now the rapidly increasing transfer of our representations of knowledge to a digital format is increasingly allowing knowledge to leak out the sides of the stamp. This presentation explores the metaphor of the stamp with particular reference to textbooks and speculates how the emerging digital format is opening the way for new perceptions of knowledge.

**Kim Werner**  
**PhD Tourism**

***The contribution of a nationwide mega-event to increase collaborative and knowledge transfer capacity in a regional destination marketing environment.***

The study explores the impact of a mega event on relationships, collaboration and knowledge transfer capacity in a regional destination marketing environment. The research uses the 2011 Rugby World Cup (RWC 2011) to analyse whether the collaboration and knowledge transfer process between Tourism Auckland (TA) and its partner organisations is enhanced because of RWC 2011.

The findings indicate that 1) TAs strong tie relations are unaffected but certain weak tie relations increased its strength; 2) intra-regional relationships and collaboration (as opposed to inter-regional collaboration) are more significant for the successful organisation of the event; 3) the RWC 2011 positively affects the collaborative capacity of the network. Collectively these results suggest that relationship development and strategic leveraging through mega events provide opportunities for ongoing economic impact and are likely to assist TA to foster its competitive advantage over the long-term.

**Anne Hayden**  
**PhD Public Policy**

***Why Rock the Boat? Non-Reporting of Intimate Partner Violence***

My research findings challenge the popular conception among many victim advocates and researchers that restorative justice is not a safe option for intimate partner violence (IPV) (Morris & Gelsthorpe, 2000). Empirical data was obtained from a range of participants including victims, perpetrators and key informants working in the field of IPV. Among the concerns expressed are that restorative justice could label IPV as conflict, thereby minimising its seriousness (Hooper & Busch, 1996), victims may be put at risk of further victimisation, and offender accountability could be reduced (Busch & Robertson, 1993).

The research focused on the reasons for non-reporting of IPV, such as fear of perpetrator retaliation (Ruiz-Perez, Mata-Pariente, & Plazaola-Castano, 2006), loss of children (Robertson et al. 2007), the role of law enforcement agencies (Tjaden & Thoennes, 2000), and the judicial system, (Jordan, 2004). It explored the possibility that using restorative justice for these cases might increase reporting, possibly at an earlier stage in the abuse (Morris 2002). It considered whether there was potential to give victims more power, as suggested by Curtis-Fawley & Daly, 2005.

Findings from this study included that 79% of the participants thought restorative justice would increase reporting, and no one excluded its use for such cases. Although half of the victims in this study reported formally to the police, most had told someone, supporting research by Fanslow & Robinson, 2010. Furthermore, reporting of IPV was reconceptualised and power in situations of IPV analysed, to show that restorative justice did offer victims and perpetrators another option, with greater potential benefits than the criminal justice system alone.

**Yael Klangwisan**  
**PhD Theology**

***Jouissance – a radical encounter with the Song of Songs***

In this thesis I consciously situate myself in a post-structural world-space buoyed by Cixous' oeuvre of écriture féminine to facilitate an existential and poetic encounter with an ancient poetic text, the Song of Songs. The product is an imaginative, multi-level, polysemantic, dynamic, mythic and subversive exploration of the transgressive and creative act of reading the Song.

Hélène Cixous' écriture féminine is a theoretical poetic-philosophic genre of discourse that critiques and resists the hegemony of privileged and powerful phallogocentric systems. This 'feminine' genre orients the writer/reader into a transformative space of encounter wherein what has previously been silenced and suppressed is opened up. Écriture féminine of Cixousian style opens a writer/reader to encounter a text subjectively, as live-text, which catalyses a kind of reciprocity that is experienced as the intimate, pleasurable and painful sense of being read by the very text one is reading: a literary and live 'jouissance'.

This presentation introduces and frames the thesis described above focussing on context, rationale, aim, methodology and outcomes.

***Workshop: Thinking about postgraduate study?***

Dr Sharon Harvey, Deputy Dean (Research and Postgraduate), will lead a workshop for bachelor's students who are interested in pursuing postgraduate study.

**Michael Lee**  
**Master of Tourism Studies**

***Understanding the motivation(s) to visit thoroughbred horse racetracks in New Zealand during the low-season for 20 to 30 year-olds***

For New Zealand thoroughbred horse racing, the industry is competing within a far more demanding discretionary spending space than it did thirty years ago (NZTR/NZRB, 2009). It is the direct result of an economic shift toward increased working and computerisation and as a consequence, race-day participation has shrunk. More importantly, thoroughbred racing events are highly seasonal and for an industry “with an infrastructure designed to support the dynamics of an earlier era” (Price Waterhouse Coopers, 2002, p. 16), marketing initiatives have effectively lost their way (Davis, 2011, personal communication, May 21, 2011). Hence, with seasonality, promotional campaigns target high-season returns, which, for a code with a seven-month-long low-season, has meant the industry has lost up to three generations of participants (Davis, 2011, personal communication, May 21, 2011). As a result, “not enough thought has been given to how young people...are brought into racing” (NZTR, 2009, p. 12) and thus, the status quo is not an option if the industry wants to leverage development opportunities (Price Waterhouse Coopers, 2002). Therefore, it becomes important to appreciate a market that may hold the key to the industry’s future by understanding the motivational dynamics of the loyal 20-30 year-old visitor segment during the low-season.

***Workshop: Postgraduate support and processes for new postgraduate students***

An interactive panel discussion on processes and support available for postgraduate students at AUT. Chaired by Sarah Lee, Faculty Doctoral Administrator. Panel members include:

Martin Wilson, University Postgraduate Centre  
Charles Grinter, Ethics Coordinator  
Dr David Parker, Te Tari Awhina  
Dr Robyn Ramage, AUT Library  
Penny Gray, Student Advisor

**Elizabeth Turner**  
**PhD Languages**

***Discourse analysis of popular song lyrics***

This paper outlines a thesis that involves a three-tier approach to the discourse analysis of historically and culturally significant song lyrics in the New Zealand album *What's Be Happen?* (Herbs, 1981). The study is framed by language theorist Mikhail Bakhtin's theorisation of language and discourse as "dialogic". That is that utterances are actively engaged in social dialogue, where meaning is understood "against the background of other concrete utterances on the same theme" (Bakhtin, 1981, p.281). Bakhtin emphasises an analysis that therefore overcomes divisions between form, content and context. The first level, or meta-analysis, focuses on the dialogic relationship between the lyrics and other contemporaneous and more recent texts that articulate their political, social and ethical context. The second, meso-analysis, investigates heteroglossia (Bakhtin's term for the multiplicity of voices, languages and genres), and intertextuality. The micro level analysis draws on Terry Eagleton's (2007) approach to the analysis of poetic discourse in examining textual structure and discursive content and form in relation to context and meaning. This third level of analysis also includes consideration of the impact of reggae rhythms on lexical choices and language structures.

***Workshop: Funding your postgraduate/doctoral studies***

Eddy van de Pol, Faculty Postgraduate Administrator, will lead a workshop on where to find information about potential funding sources for your masters or PhD. Eddy will also give you practical advice on how to increase the possibility of success by presenting the best funding application possible.

**James Rodgers**  
**MA Social Sciences**

***Competing Moral Panics***

The repeal of section 59 of the New Zealand Crimes Act 1961, dubbed the "anti-smacking bill" was the cause of considerable social anxiety and fear within New Zealand. This research will identify and explain the phenomenon of competing moral panics, which offers a new explanation for the longevity and high level of social anxiety surrounding the repeal of section 59. Competing moral panics is a phenomenon that occurs when there are two separate panics over a particular issue or incident. The competitive aspect is derived from the need for a moral panic to be perpetuated by mainstream media, where each panic is striving for as much coverage as possible in order for society to banish the 'folk-devil' that has been identified.

***Workshop: Doing a doctorate at AUT***

Dr Sharon Harvey, Associate Dean (Research and Postgraduate), will lead a workshop for masters students who are interested in pursuing doctoral study.



**Panel Discussion: What was Don thinking? What was Don saying?**

The session will be chaired by Dr Sharon Harvey and panel members are:

Associate Professor Nesta Devine  
Professor Charles Crothers  
Associate Professor Love Chile

The advertisement posted by Act in the Weekend Herald on 9<sup>th</sup> July has provoked considerable political and media debate. The panel will consider how one might formulate the issues raised by the advertisement as a research question(s) from three different theoretical perspectives.



NZ Herald, 12 July 2011.

***Maori ad threatens to divide Act***

The Act Party is in danger of splitting apart again over an advertisement critics have called racially divisive and backward-looking. But leader Don Brash, who denies he is racist, says more party members agree with the advert than are offended by it.

All other political parties have distanced themselves from the advert - which ran in the Weekend Herald under the headline "Fed up with pandering to Maori radicals?" - and the Maori and Mana parties have called it offensive and wrong. It was designed by marketing guru John Ansell, who resigned while calling Act "cowards" and "bedwetters" for not using other adverts, one of which used the term Apartheid Aotearoa.

Yesterday, Dr Brash said the decision to run the advert was made by a select few. "It didn't go to caucus. Clearly [parliamentary leader] John Boscawen was involved, and other people. There will be some people in the party who won't have liked the ad. My own view is that more people will like it than not like it." Asked if the strategy could lead to renewed factions in the party, he said: "Whenever you take a strong position on anything, there will be people who don't like it. I would obviously regret it if anyone felt so strongly about it that they would have to leave."

Former Act MP Deborah Coddington called Dr Brash an "old racist". "Don Brash obviously thinks that if he screams this racist stuff louder, it will get him further up in the polls," she told Radio NZ. "I know there are a number of people in the party who are horrified ... just appalled."

Last night Mr Brash denied his party was guilty of "Maori bashing" in a debate with Maori Party leader Pita Sharples. "It reflects a very widespread concern among New Zealanders that we are going down a track that is very dangerous for our future," he told Maori TV's Native Affairs.

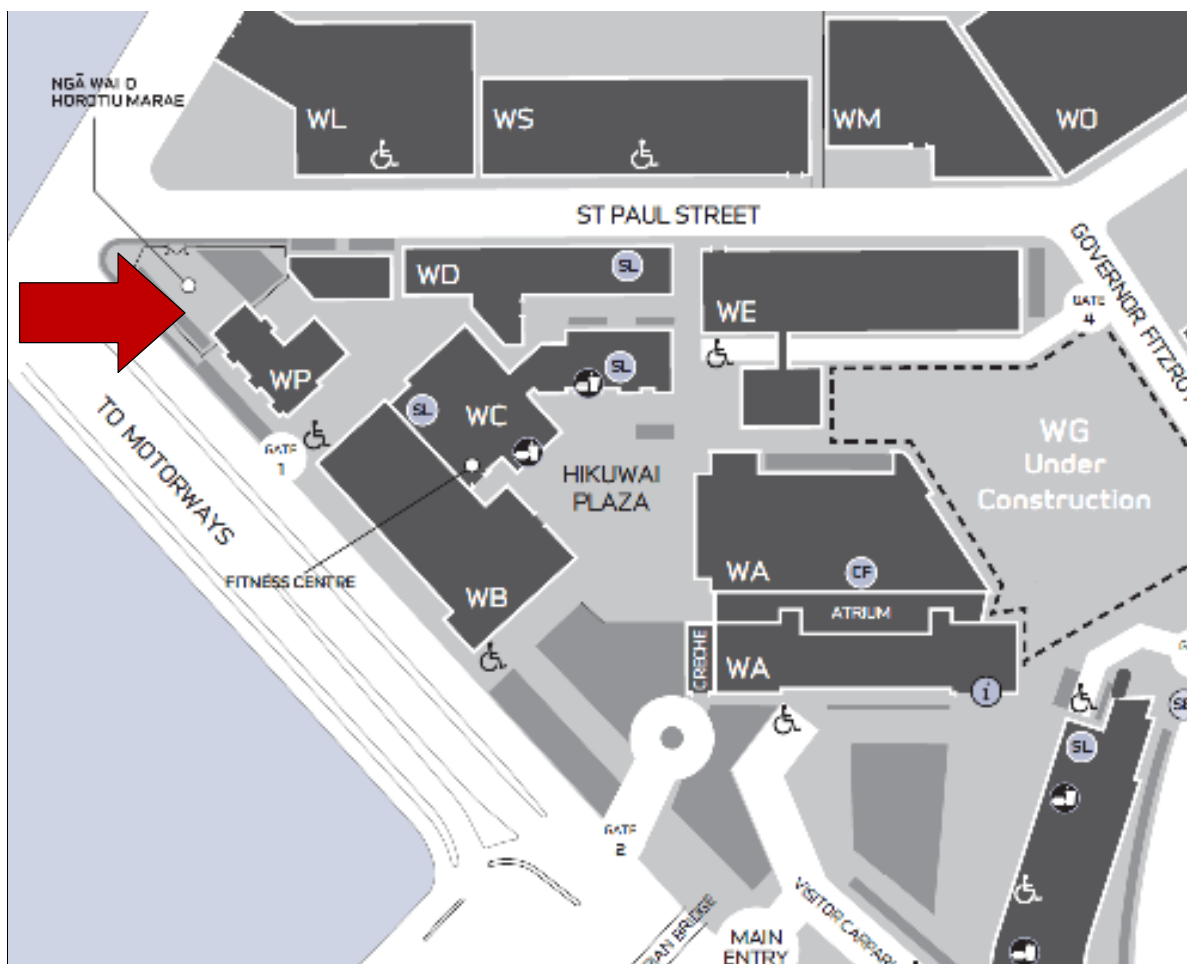
"The only sound basis for a modern democratic state is one where every citizen has the same legal rights ... successive governments have gradually sought to appease Maori radicals who want to create preferential rights for Maori."

Dr Sharples said his party sought opportunities for Maori which would take them forward in a united country. "I remind him of the tyranny of the majority. Under one person, one vote we haven't done so well as Maori," he said. "We want to change the situation where one lot is under-achieving within a system where we have plenty for all in this country." Dr Sharples challenged Dr Brash to go door-knocking with him in his electorate. "Then you will see who is privileged ... we have to have measures which ensure equality."

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## Campus Map

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The conference will be held on the Ngā Wai O Hototiu Marae (WP) on the corner of St Paul St and Wellesley St.

Presentations will be held in the Wharenuī (WP) and in neighbouring WB Block.

Registration and meals will be held in the Wharekai (next to WP).

Please note that shoes should be removed prior to entering the Wharenuī.

## Applied Humanities Postgraduate Student Conference 2011

### EVALUATION FORM

*Please complete this evaluation form and return it to one of the Postgraduate and Research Office staff at the conference (Sarah, Eddy or Annushka) or return it to Room WT1608 in AUT Tower.*

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1. What did you think of the spread of presentations and subject areas covered?  
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2. Did the conference provide an opportunity to network?  
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3. Did you attend any of the workshops? If yes, which ones? Was the information provided useful?  
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4. What did you think of the catering and general organisation of the conference?  
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5. What were the best points of the conference? Was it a worthwhile/enjoyable event?  
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6. Do you have any suggestions for improving future postgraduate conferences and events?  
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7. Any other comments  
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8. Overall, how would you rate the conference? (Please circle one number)  

1	2	3	4	5	6	7
	Poor		Good		Excellent	

Name (optional): .....