

Political discourse and the rebranding of NZ national identity

Philippa K Smith

Auckland University of Technology

NEW ZEALAND

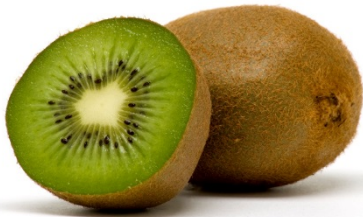
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New Zealand/Aotearoa



NZ PM: Helen Clark (1999-2008)



“A unique national identity is emerging”

Budget news release (2006)



“... an ability to reconcile our past and adjust to the diversity of our present times is critical to building New Zealand’s nationhood.”

(Clark, 2006)



Definitions of nation branding

“ ‘Branding’ is a deliberate process applied to the shaping of a nation’s image and reputation on the global stage ... in the heightened global competition for ascendancy.”

(Bell, 2005, p.14)



“...particular notions of nationhood [promulgated] to external audiences... inevitably... spill over to the nation’s own population, and become part of national identity constructs.”

(Bell, 2005, p.14)



Discourse is...

the “social construction of reality, a form of knowledge” that involves “people interacting together in real social situations.”

(Fairclough, 1995, p. 18),



Critical discourse analysis

“CDA highlights the substantively linguistic and discursive nature of social relations of power in contemporary societies. This is partly the matter of how power relations are exercised and negotiated in discourse.”

(Wodak, 1996)



'Discourse-historical' approach of Critical Discourse Analysis

1. Examines texts to determine content, topics and themes of a particular discourse;
2. identifies discursive strategies employed by producers of texts to express discourse;
3. conducts a close linguistic analysis to determine the relationship between language and social structures;
4. contextualises the discourse historically, culturally, socially and politically.

Official texts 2005-2008

- **Speeches by NZ Prime Minister Helen Clark**
- **Speeches by the Governor General Dame Silvia Cartwright**
- **Budget press releases on NZ National Identity strategy**
- **Other ministerial speeches**
- **Posters of the Race Relations Commission**
- **Website of the Office for Ethnic Affairs**



Patterns of language

- A 'unique' national identity (**'new', one nation concept**)
- Social cohesion (**inclusivity, social cohesion, deictic 'we'**)
- Global positioning (**global competitiveness**)
- 'The New Zealand Way' (**Third Way politics**)



Third Way political ideology – Language of New Labour

- **the transformation of civic society,**
- **the concept of an inclusive “one nation” and**
- **a “deal” between the Government and the people**

(Fairclough, 2000, p.22)



A 'new'/'unique' identity

'...we want to build pride in the unique national identity of New Zealanders'
(Clark 2006)

New Zealand's unique and diverse national identity is rooted in our history, but growing and changing, becoming stronger all the time
(Budget news release, 2007)

'Reinforcing and celebrating New Zealand's unique national identity is very important to my government...

'In a globalised world we can't take the preservation of our unique culture and our values for granted.'
(Clark 2007)



Social cohesion/inclusivity/deictic 'we'

'... as a confident, diverse, inclusive Pacific nation, **we** can work together to find new opportunities and market our best ideas profitably to the world.' (Cartwright 2005)

'**We** need more than ever before a commitment to social cohesion, inclusion, tolerance, and acceptance. In government we are committed to a society where all peoples are seen, heard, included and accepted.' (Clark, 2006)

'In this globalised world, **we** are determined that there will be a place for a small, smart, inclusive, creative, and sustainable nation like ours.' (Clark, 2007)



Global positioning

‘In a globalised world we can't take the preservation of our unique culture and our values for granted. In this globalised world, we are determined that there will be a place for a small, smart, inclusive, creative, and sustainable nation like ours. ‘ (Clark, 2007)

‘This is an approach founded on New Zealanders’ creativity and innovation, on valuing both inspiration and aspiration, and on seeing our size and place in the world not as a limitation, but as offering opportunities to succeed.’ (Cartwright, 2005)



“the New Zealand way”

‘Over recent years, my government has set about developing a distinctive New Zealand way of responding to the challenges and opportunities of the 21st century.’ (Cartwright, 2005)

‘As I said in my Prime Minister's Statement to Parliament last year, there is an evolving New Zealand way of doing things and a stronger New Zealand identity is emerging.’ (Clark, 2007)



What is the NZ way?

‘The New Zealand way is much more than the clichés of ‘number eight wire’ or ‘punching above our weight’. It is based on the belief that, as a confident, diverse, inclusive Pacific nation, we can work together to find new opportunities and market our best ideas profitably to the world.’

(Cartwright, 2005)



Summary

- Addressing issues relating to Maori (colonisation)
- Immigrants from more diverse ethnic groups
- Allay fears of ethnic dissonance eg possible rioting?
- Seek to portray NZ as a stable nation
- an ideal place for migration and investment
- Giving NZ global presence with economic benefits (trade/tourism)

Leading to... **a shared national identity**



- Co-opting all New Zealanders into a unified national identity that focused on “individual responsibility, initiative, and competitiveness” resulted in a reorientation of any sense of belonging to New Zealand as a geographical place, to one that emphasised its present and future role in the global community.

(Skilling, 2008, p. 106).

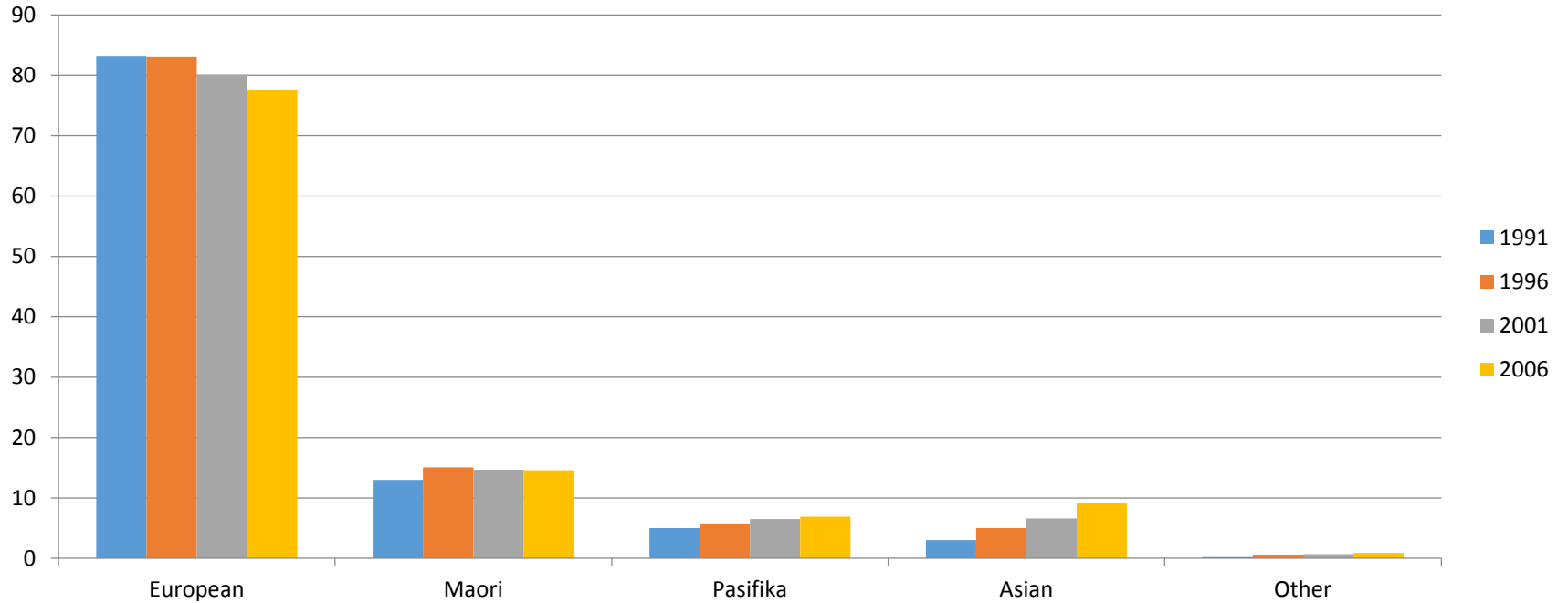
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Ethnic group % in NZ 1991-2006





The New Zealand Way Ltd

- The New Zealand Way Ltd is a joint venture between Tradenz and the New Zealand Tourism Board, formed in the early 1990's to promote a national umbrella brand. The Brand New Zealand campaign is an integrated marketing campaign to give exporters and tourism operators the benefit of a uniquely recognisable national brand identity for their products and services. The campaign is a long term initiative that will position New Zealand in the minds of its key international markets as a producers of goods and services of outstanding quality, innovation and environmental responsibility

- We are part of a community of shared values, which makes us feel at home in dealing with Australia, the United States and Canada, and the nations of Europe.
- Clark (2007, February 22):



**We all sit under
the same stars**

TE RA WHANAUNGATANGA
21 MARCH
RACE RELATIONS DAY



Finding Common Ground
Human Rights Commission
www.hrc.co.nz 0800 494 877

Third Way Language



DHA

The DHA involving the analysis of multiple texts is used to demonstrate how discourse circulates in the public arena through a range of different genres. It is also useful to illustrate how discourse can reorientate itself in response to different contexts and audiences, and reach multiple publics. In turn, different publics might respond and interpret the original discourse in different ways.

(Wodak et al., 1999)

- <http://www.policyprogress.org.nz/2010/11/was-helen-clark-a-third-way-prime-minister/>
- <http://www.policyprogress.org.nz/category/theoretical-foundations/>

NZ Way = the Third Way

- Although Clark talked of her Labour Party as being Third Way (Maharey, 2003, June 3), it seemed that the preference for the descriptor “the New Zealand Way” combined a Third Way ideology with a distinctively New Zealand brand. However, there is some irony in this as New Zealand could be seen to imitate Britain, its former colonial power, and other post-colonial nations in an effort to create a new identity.



The deictic 'We'



Metaphors of growth

- New Zealand in 2006 is in many ways a work in progress. Our country is on a journey – away from the old economy to a new one; improving the health, education levels, and living standards of all our people – and the services which support our needs; and building a nation from an increasingly diverse population.
- (Clark, 2006a, February 14)



Summary (1)



“...‘brand state’ comprises the outside world’s ideas about a particular country...

“Most states see branding as a long-term cumulative effort that will influence foreign investment decisions and the state’s market capitalization.”

(van Ham, 2001, p.2-4)

- Text 6 “We New Zealanders live in a region of many ethnicities, civilizations, and faiths. We are accepted in the Asia-Pacific – as indeed throughout the world – as genuine and constructive partners. In turn we believe we can contribute to the development of a more peaceful and prosperous world.”

identity

- “New Zealand’s sense of national identity is also underpinned by our position as an independent and principled player on the world stage.”
(text 1)
- “Ours is a country more confident of its economic future and more secure in its sense of identity.”

- Text 5 “New Zealand’s service in the world wars and other conflicts of the last century, for example, brought a heightened awareness of our place in the world as a nation among nations, with our own contribution to make. These days, New Zealand is an active and valued partner in international peacekeeping around the globe.”
- Text 6 “We New Zealanders live in a region of many ethnicities, civilizations, and faiths. We are accepted in the Asia-Pacific – as indeed throughout the world – as genuine and constructive partners. In turn we believe we can contribute to the development of a more peaceful and prosperous world.”

- “The New Zealand way is much more than the clichés of ‘number eight wire’ or ‘punching above our weight’. It is based on the belief that as a confident, diverse, inclusive Pacific nation, we can work together to find new opportunities and market our best ideas profitably to the world. This approach will continue to be applied to a range of policies and programmes aimed at lifting the quality of life and standard of living for all New Zealanders.” Text 1

- “I do believe New Zealanders value our country’s clean and green, fair and inclusive status, and our first world living standards. But none of that is a god-given right – only strong leadership driving farsighted, sustainable strategies can lock that in for future generations.” Text 4

- Text 5 ‘In this age of increasing global interaction, fostering a stronger sense of identity becomes a matter of importance to all nations, not least our own.’



Data 2nd Group – focus on diversity

- X1 PM speech to interfaith forum
- X2 ministerial speeches
- X1 Governor General
- X2 Race Relations Day posters
- X1 Ethnic Affairs website



Metropolis Plus forum, Minister for Ethnic Affairs

- Diverse communities no doubt see our national identity differently but, at the core of it, New Zealand is an environmentally conscious, non-nuclear, multi-cultural nation which was founded on the basis of two very different cultures having to learn to live together.
- As a centre-left government we have made a conscious decision that the only way a multi-ethnic, multicultural population is going to prosper and thrive is by embracing diversity and promoting its cultural and economic opportunities.
- (Carter, 2007, October 15)

Data – 1st group – addressing the nation

- Government speeches x 2 annual statements to parliament by PM (2006, 2007),
- Speech from the throne, Dame Silvia Cartwright 2005
- Media releases x 2 on national identity strategy 2006, 2007

Anand Satyanand

- My own New Zealand story began during the first half of the last century when my Indo-Fijian family settled here. I was born in Auckland and, when I am in my home city now, or in Wellington, or when my wife Susan and I visit any part of New Zealand, we know that we live in a very special country. This is a place made vivid not only by the culture of the Maori who came to New Zealand first, but by the contributions of all who have migrated and settled here.
- (2007, February 6)

Laban

“In New Zealand, we have our own unique contours and patterns of migration and settlement... Difference and pluralism is becoming central to New Zealand identity, and there is great depth and colour within the community and voluntary sector.”

Metaphors of Growth



- Part of the post-colonial condition is the necessity for assertion of nation, both as identity reinforcement to residents, and to assure distinctive, valuable qualities to foreigners' (Bell, p.16.)

Conclusions

- Co-opting all New Zealanders into a unified national identity that focused on “individual responsibility, initiative, and competitiveness” resulted in a reorientation of any sense of belonging to New Zealand as a geographical place, to one that emphasised its present and future role in the global community (Skilling, 2008, p. 106).
- This renegotiation of national identity was signalled as an opportunity for New Zealanders to progress to a better future. Specific references in the texts in this dataset to bicultural and multicultural issues were handled carefully, avoiding sensationalism, choosing to reassure the nation about its race relations rather than to allude to any difficulties.

method

- examines two sets of official texts targeted at differing audiences in New Zealand to indicate the discursive shifts that occurred as a result. (A table showing the complete data set of the official texts can be found in Appendix 5, while abridged versions of the political speeches of Clark and Cartwright discussed in this chapter are in Appendix 6.)

Off cuts

- Globalization and the media revolution have made each state more aware of itself, its image, its reputation and its attitude – in short, its brand (van Ham p.3)
- ‘Nation branding concerns applying branding and marketing communications techniques to promote a nation’s image’ (Fan, 2005, p.6)
- ‘Nation branding concerns a country’s whole image, covering political, economic, historical and cultural dimensions.” p.8