

**Feels Like At Home--A Study Of Local Chinese
Media In New Zealand**

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Certificate of Authorship

“ I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of a university or other institute of higher learning except where due acknowledgement is made in the acknowledgements.”

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Abstract

The role of local Chinese media has become more important as the size of the Chinese community in New Zealand has increased rapidly in recent years. The function of local Chinese media could be like a bridge connecting the Chinese community and the mainstream society. This was an exploratory study which examined the current situation of local Chinese media to determine such issues as to whether they are the main source of information for the Chinese community, what if any difficulties they are facing and how they may develop in the future.

A general research was conducted for the local Chinese media in Auckland, which covers brief introductions for some local Chinese newspapers, radio, websites, and the sole Chinese television company-World TV. Meanwhile, the researcher collected 102 questionnaires and conducted 10 in-depth interviews from the local Chinese residents and the staff working in local Chinese media companies.

The findings of research suggest that most local Chinese residents utilize Chinese language media as a tool to collect daily information either from local society or their original countries. The local Chinese media not only provides information for the local community, but also has social value as a means for self-representation of the Chinese community in New Zealand and better adaptation to the mainstream society.

On the other hand, the funding shortage as well as the tough competition became the obstacles for the future development for the local Chinese media. The results of this research may point to what the government's role should be.

Chapter One: Introduction

This purpose of this research is to explore the relationship between the diasporic media of the host country and new settlers from a different cultural and language background. I focus on the function and development of local Chinese media. The Chinese have become the second largest ethnic group in New Zealand just behind the Maori. (www.Statistics.govt.nz, 2006). Generally speaking, the term ‘local Chinese’ refers to people who originally came from Mainland China, Hong Kong and Taiwan.

It is a common sense view that the mass media play a very important role in modern society and have become the main source of information about domestic and international events for most people. Even new settlers, who grew up in a totally different cultural and language environment, rely on the local media of the host country to help them to understand the new rules and social context of their new country. However, the question is, does the mass media of the mainstream society have the ability to lead the new settlers into the way of new life, and help them speed up their settlement and acculturation?

Regarding to this question, some scholars argue that the advantage that the mainstream media produce is mostly for the majority not the minority (Wood & Maharey, 1994, p193-212). Moreover, with a shortage of alternative sources, the mainstream media is likely to reproduce a kind of ‘new’ racism by using its power to establish the “discursive and cognitive hegemony” (van Dijk, 2000, p35). This kind of racism consists of “everyday discriminatory practices, on the micro-level of analysis, and organizations, institutions, legal arrangements and other societal structures at the macro-level” (van Dijk, 2000, p35). However, do those arguments correctly reveal the function of mainstream media relating to minority groups? What is the situation in New Zealand? This research will investigate the role of the New

Zealand mainstream media in local Chinese community, by analyzing the news reports on Asian immigrants in print media, as well as the feedback from the interviews to local Chinese residents.

On the other hand, the diasporic media has become a key medium in providing useful information to the new residents and help them to identify effective ways to settle into their new homeland and integrate into the mainstream communities. The function of diasporic media is just like a bridge, not only to broadcast the local news and information focusing on minorities within a country of settlement, but also import materials produced in original counties that enable the migrants to maintain their original identity. Moreover, the diasporic media can easily make it possible for the new settlers to feel the sense of 'home', and get rid of the sensation of rootlessness.

However, studies about diasporic media are relatively limited, especially in New Zealand. Several forms of local Chinese media exist and play a very important role in the local Chinese community. The use of local Chinese media by the local Chinese community is an under-researched subject. The current situation of the local Chinese media, and their possible future development caught my attention. This research may provide new insights in this area.

In the course of this research, both survey questionnaires and in-depth interviews will be used to gather data randomly from about 102 local Chinese residents as well as 5 staff who work in the local Chinese media companies. What I am concerned about are two questions. First, how do Chinese media survive in this relatively small market? Second, what is Chinese public opinion about the performance of the local Chinese media on the assisting of their integration into New Zealand society? From the data collected, we can examine how the local Chinese media influences the daily life of Chinese immigrants.

The results of this research may have important policy implications for New Zealand as a host country. According to Ramesh Thakur (1995, p255), a multicultural society refers to “the demographic composition (ethnic, linguistic and religious) of a country’s population, the dynamism and vigour of a multicultural society are reflected in its art, literature, education and other cultural indicators”, and “multicultural diversity should be fostered and encouraged, and that it is a proper task of government to do so.” I take the position that New Zealand is in the process of becoming a multicultural nation with the increased number of immigrants resulting in cultural diversity, and biculturalism has diminished. The term ‘Multicultural’ can be explained as “a state’s willingness to recognize ethnic diversity through its policy and practice”, and all of those differences can be treated equally (Downing & Husband, 2005, p196). Thus, in a multicultural society, all individuals have the same right to preserve his or her original identity under the ethnicity-blind criteria of the state without being forced to adopt dominant social values (Thakur, 1995, p281). In New Zealand, ethnic diversity is encouraged and protected by the government’s policy, and social cohesiveness becomes one of the most crucial factors for the country’s future development. Understanding the function of local Chinese media and the problems they are dealing with will help the policymakers to formulate appropriate policies in order to achieve the goal of free and equal society.

Thesis structure

The numbers of Chinese immigrants increased with unprecedented speed from the beginning of the 21st century in New Zealand. Most new migrants are struggling to adapt to the new environment and trying to be a worthwhile member of the host society. Accordingly, the local Chinese media play very important role in their daily life. This thesis begins with an introduction that addresses the objectives and significance of this research. Chapter Two focuses on a literature review of previous

studies in this field and theories about the effect of media on media consumers. The stereotypes typical of the mainstream media and the function of diasporic media will be discussed.

Today New Zealand is in the process of becoming a multicultural society and people from different ethnic groups with different languages and cultural backgrounds want to make their home here. However, immigrants and immigration are always a contentious topic for the mainstream society and behaviors of immigrants also are subjected to media scrutiny. Thus, Chapter Three presents a general view of what the mainstream media says about the Asian immigrants. Several news articles were selected from the major mainstream print media such as *New Zealand Herald*, *The Press*, *The Dominion Post* and *Sunday Star Times*, by using the AUT library database, covering years the 2002 to 2005.

Chapter Four mainly explores the current situation of local Chinese media, by some in-depth interviews with some staff who are working in this industry. Through this, we can have a better understanding about the difficulties they are dealing with and the future they expect.

In Chapter Five, a specified case study was conducted about one leading media company in this industry—World TV. By thoroughly analyzing the construction and operation of this company, we had a clear idea about how this aspect of Chinese media survives in local media Market.

In chapter Six, the research methods used for the media research and the survey on the consumption of local Chinese residents are explained. The methods used are quantitative and qualitative analysis. The quantitative analysis is a structured written questionnaire surveying 102 local Chinese migrants on their own media consumption experiences. On the other hand, in order to make further explanations for the quantitative research results, five face-to-face in-depth interviews were conducted

that could give more information about how the public views the local Chinese media.

Chapter Seven focuses on the data and the summary of the survey. Further discussions of survey results as well as the dialogue between the local Chinese audiences and the media providers will be presented in the Chapter Eight. The Chapter Nine concludes this research and summarizes the findings of this study.

Chapter Two: Literature Review

Most academics today who examine the effects and power of mass media agree that the mass media become the main resource of information which the public could derive their understandings about the society. Just as van Dijk (2000, p36) noted, media discourse has become “the main source of people’s knowledge, attitudes and ideology, both of other elites and of ordinary citizens.” However, when talking about the effects of the mass media in a culturally diverse country such as New Zealand, the scholars often face the problem of ‘stereotypes’ or ‘racism’. Moreover, these two factors become the main rhythm of mainstream media that impacts on the knowledge, attitudes and behaviors of the majority group with respect to contemporary migration processes. On the other hand, the diasporic media struggles to survive and wants their voices to be heard by the wider society. This chapter will reveal the relationship between media and audience, as well as the prejudice and stereotyped reports about minority groups in the mainstream media. At the same time, the importance and responsibility of diasporic media also will be discussed.

The power of media

With the fast development of modern communication technology, the media have become the key means by which the world is presented to us. It is very common for people to lie on the sofa and switch on TV, after a busy day’s work, to see coverage of suicide bombing in Iraq, or turn on the computer to learn about the soaring commodity prices. As Maharey (1990, p37) said, “In a modern society, people live fragmented and divided lives. They live within narrow boundaries, within a series of private spheres, forcing a reliance on the media for knowledge about the rest of society.” Like other academics, Maharey sees the mass media are in high demand and easily accessible by large groups of people, who are in turn heavily influenced by

media reports.

Definitely, media has already become the main source of information through which people get in touch with the world. Almost each of us is surrounded by newspapers, television, radio, film and other media everyday, which are “pervasive, impinging on our daily routines, our daily lives, communicating, influencing, affecting, determining” (Maharey, 1990, p35).

However, it is impossible for the media to bring everything that happens around the world to our living rooms. Selection and construction are crucial for the media operation, and in order to make sense of the world, the media must represent the world to us in particular ways. First, “they must choose who we will hear about, what and who should be left unnoticed, and how things, people, events and relationships should be represented.” (Maharey, 1990, p42). And then, they construct it, to establish some kind of codes that people can read, see, and hear. It is a process which “involves making assumptions, often unconscious, about the best way to present a message. As media professionals put together the elements of a message, they create what social scientists call *discourse* — a particular way of representing reality” (Maharey, 1990, p43).

Indeed, the processed news could be really powerful. It is essentially a combination of beliefs, images, routines and practices, shaping people’s views on the world in particular ways. Just as Nancy Woods (2001, p26) mentioned,

Media could influence people’s attitudes by structuring and selecting information that the public uses to make choices. The public’s opinions and values are influenced by what the media decides should be public knowledge.

In other words, through the agenda setting, the media has the power to decide which news will be on air and in what order. This unique power to define the world makes

the media crucial to the way the public perceives the contemporary world, including race relations.

Hartmann and Husband's (1974) classic study researched the influence of mass media on attitudes and opinions in Britain. They selected 208 white secondary school children aged between 11-15 years old. Half of them came from areas of high migrant population while the other half from the areas where immigration was relatively low. Regarding to the attitudes to the "colored" people, they found that the children who lived in areas of low immigration more likely to rely on the media for their information about the colored people, as they had fewer contact with migrants than the children in areas of high migrant density. Based on this research, they drew a conclusion that:

People in all-white communities are particularly liable to accept the interpretation of events offered by the media because they lack any basis of contact with coloured people. Media influence is seen as operating on interpretive frameworks—the categories people use when thinking about race-related matters—rather than on attitudes directly.(Hartmann & Husband, 1974, p292.

The selection and structure of the media can make an impact by repeating the same message over and over again, which seems quite simple but very effective. According to Nancy Wood (2001), the media are constantly bombarding us with information, constantly framing our social reality. And we constantly hear the same message across different media on radio and television, in newspapers and magazines. These messages are repeated from reporter to reporter, from medium to medium. As a result, "we develop our societal norms and practices from the media." (Wood, 2001,p22). What we believe is constantly being reinforced because of these media messages. And this is

Why politicians use media to express their political opinions, commercial organizations love to use media to promote their products and those who

have individual power such as movie stars or sport stars use media to represent their images. (Wood, 2001, p16)

The media and audience are interactive. Spoonley and Hirsh (1990) believe that there are also certain limitations to the media's influence. The mass media do not determine attitudes; but they do structure and select information we may use on which to base decisions about which attitude is appropriate. Also O'Reilly (2001) concludes that media power does not work in a social vacuum; ideas are exchanged between friends, relatives and neighbours and draw on experience as well as current ideas. As a result, O'Reilly (2001, p175) suggests that the selective role of the media means

Media images tend to be negative, stereotypical, and to select some stories and emphasize those, while ignoring other facets of life; the focus is on problematic social reality and the result is the framing of an event or a type in the public imagination.

Stereotypes in Media

What is a stereotype? Generally speaking, stereotypes are images or beliefs held by the majority of society. According to Abercrombie, Hill and Turner (1988 , p242), a stereotype is “a one-sided, exaggerated and normally prejudicial view of a group, tribe or class of people, and is usually associated with racism and sexism”, and “stereotypes are often resistant to change or correction from countervailing evidence, because they create a sense of social solidarity.”

General speaking, there always have some debates about if stereotypes are invariably negative or positive. However, in a multi-cultural society, it is common to see stereotypes in the mass media reports, especially in ethnic relations, and most of them are negative. According to Perse (2001), a survey of 1,200 children in United States, aged 10 to age 17, found that children are aware of stereotyped depictions of racial-ethnic

groups. The television programs they often watched just simply described white characters with "having lots of money," "being well-educated," "being leaders," "doing well in school," and "being intelligent." But the minority characters are described as "breaking the law," "having a hard time financially," "being lazy," and "acting goofy".

Italian scholar Campani (2001, p47) studied how migrants were portrayed in Italy's mainstream media, and concluded there were three major points about the media reporting on images of migrants. These were "the 'folklorisation' of the migrants, their subordinate position, and their construction as sources of danger". He gave the example of the New Year events that the Chinese immigrants celebrate between January and February, which is always focused above all on the dragon which ventures forth from Chinatown, brought again by simple people with almond eyes, happy to carry him around the streets. And "these events are described in purely folkloric terms; hardly ever is any attention paid to their historical, cultural and anthropological dimensions" (Campani, 2001, p47). It reminds the researcher of the reports about the Chinese New Years celebration in Auckland, every year the reports are almost the same, the dragon show, beautiful lanterns, and noisy crowds.

As well, Campani noted that the local mainstream media had increasingly stressed the connection between migration and criminality, to the extent that it had virtually become a national problem. However, after analyzing the statistics of the foreigner criminal reports in Italy, he found that "the 'stable migrants' - those in possession of a residence permit etc. - do not have a higher rate of criminality than the Italians" (Caritas di Roma, 1999, p199). Finally Campani concluded

The dominating group (which usually means the 'white' majority) and the elite support an information system which legitimizes their power and their dominant position, and which creates prejudices against members of ethnic minorities; the media reproduces power in general and can produce racism in

particular, by proceeding actively to the construction of a negative social representation of ethnic minorities and by spreading such a representation in the public arena. (Campani, 2001, p39)

After studying the power of media in modern society, Van Dijk (2000, p36) admitted that in today's information society, people's knowledge, attitudes and ideologies were highly influenced by media discourse. Moreover, "together with other powerful elite groups and institutions, such as politicians, corporate managers, professionals and professors, they have - sometimes indirectly - most influence on the lives of most people in society." (van Dijk, 2000, p36). In addition, he concluded several reasons why the media plays a very important role in ethnic affairs, starting with two points which follow Hartmann and Husband:

- Most white readers have few daily experiences with minorities.
- Most white readers have few alternative sources for information about minorities.
- Negative attitudes about minorities are in the interest of most white readers.
- More than most other topics, ethnic issues provide positive but polarized identification for most white readers, in terms of us and them.
- The media emphasize such group polarization by focusing on various problems and threats for us, thus actively involving most white readers.
- Minority groups do not have enough power to publicly oppose biased reporting.
- The dominant (media) discourse on ethnic issues is virtually consensual.
- In particular there is little debate on the 'new' racism.
- 'Anti-racist' dissidents have little access to the media.(van Dijk, 2000, p37)

Regarding to the dominant position of mainstream media, some scholars argue that whether more journalists with minority ethnic group backgrounds should be encouraged to engage with the mainstream media and influence it by recounting their own

experiences and opinions. In such way, the mainstream media stories could be presented in a moderately balanced way and the race relations could be improved as well. (see Hartmann & Husband, 1974, p211). Actually, some mainstream media have already made efforts to employ journalists with minority ethnic background, such as Gilbert Wong, the senior writer for Metro Magazine, who is a third generation migrant of Cantonese, and Lincoln Tan, the journalist and columnist for the New Zealand Herald, who is a first generation migrant New Zealander from Singapore. However, the overall numbers are limited . Take New Zealand for example, the latest research conducted by Geoff Lealand (2004) indicates that how the low numbers of minority group journalists in news organizations. Among 297 surveyed journalists, a large majority of 267 (93 percent) identified their ethnic background as Pakeha, with 13 Maori journalists, two Tongans, one Samoan, three Chinese and two other nationalities making up the balance. McGregor and Te Awa (1996) referred to Lealand's work, and their discussion also generated a larger awareness of the problems that minority voices to be heard by the majority group. They mentioned,

New Zealand had little or no discussion of the need for increased numbers of Maori journalists. This is reflected in the low numbers of Maori journalists and insignificant growth in numbers across time. There far too few Maori and other ethnic minorities working in the mainstream news media, those who are employed occupy less senior positions and therefore have little influence on what news is covered. (McGregor & Te Awa, 1996, p241)

No detailed studies have been done on Chinese journalists. How the New Zealand mainstream media report on Asian immigration will be introduced in the next Chapter.

The Importance of Diasporic Media

According to Karim (2003, p1), the word 'Diasporic' originated from Greek

diaspeirein, which means the scattering of the seeds. He mentioned, “ Research on diaspora is conducted from numerous academic perspectives including anthropology, sociology, human geography, migration, culture, race, multiculturalism, post-colonialism, political economy and communications...”(Karim, 2003, p1).

With the fast development of globalisation nowadays, the migrants are moving around the world at an unprecedented speed, making the world a large village. Meanwhile, the terms of diasporic groups also changes in this new era. Just as Tsajfarousianou (1995, p159) indicated,

In late modernity, global migration trends have produced diasporic groups related by culture, ethnicity, language and religion, not only in the sense of 'transnational dispersal' but also in terms of intense and constant interaction at a transnational level. The technological and socio-economic transformations that have fundamentally altered our experiences of time and space have undoubtedly been central in the transformation of diasporic experience.(Tsajfarousianou,1995, p159)

Ideally, the broadcasting authorities of the host countries should provide programs that would help to integrate ethnic minorities into the local community, by introducing newcomers to the life and mores of this country. On the other hand, some programs are also required by the ethnic minorities to feature their own culture, and which would additionally enable others to understand and appreciate these cultures. However, it seems both these kind of programs are not easy to produce, because stereotypes are still the main rhythm of the mainstream media. As the result, the ethnic minority audiences could turn to any local diasporic media and use them as their exclusive or virtually exclusive source of information, entertainment and identity.

Global migration trends have produced transnational groups related by culture, ethnicity, language, and religion (Karim,. 1998). The power of this kind of

transnational connection must be relatively strong in order to “maintain emotional and cultural connections with a homeland, combined with the economic advantages that come from sourcing certain products from the place of origin or supplying the specific needs of immigrants in the place of destination.” (Spoonley & Macpherson , 2004, p177).

As a very important part of transnational linkage between their migrant communities in New Zealand and their homeland, some immigrants have initiated small-scale media operations such as weekly newspapers, magazines, radio and television stations, to meet the information and entertainment needs of their communities. The research by Spoonley and Trlin (2004) indicates that local Koreans use electronic forms of contact, entertainment and information to help them adapt the life in New Zealand while maintaining contact with their homeland. Additionally , Spoonley and Macpherson argue that the local Asian communities will be more active in maintaining transnational networks and activities between New Zealand and their home countries, because of “the size of the migrant communities from Asia, their particular cultural and economic interests, and their middle-class attitudes and resources (Spoonley & Macpherson , 2004, p188).

Obviously, diaspora has become a key term in contemporary theorizing about immigration, ethnicity and identity. Diaspora media works like a bridge to communicate the mainstream society and the local ethnic minorities, by breaking the national bound of the 'ethnic experience', not simply focus on the role in processing of assimilation and enculturation of ethnic identity (Karim, 2003, p2). On the other hand, diaspora media have a crucial element which enable the local migrants to represent themselves, to incorporate into both the vernacular and host country's everyday life, in other words, the diaspora media could lead them to an image of a harmonious community, in which they could feel it as their own home

Studies of local Chinese media in New Zealand

There is little research has been done about the situation and influence of local Chinese media in New Zealand. However, some studies have been conducted on the relationship between Asian immigration and the media.

The research conducted by Friesen and Ip (1997) focuses on the transitions of Auckland communities, believing that “As is common in host-migrant relationships, certain stereotypes become attached to migrant groups through the agency of media reports, anecdotes which circulate among the 'host' population (many of whom are migrants themselves), and the pronouncements of populist politicians ”(Friesen & Ip, 1997, p13). For example, for the new Chinese in New Zealand, some typical stereotype media reports include the assertions that “they are wealthy, lack commitment to their new homeland, have come in their own economic self-interest, and tend to isolate themselves from the host society” (Friesen & Ip, 1997, p13). They believe that these stereotypes could have an element of truth in some cases, but may be simplified or exaggerated versions of reality, while in other cases they are a result of misunderstanding, ignorance and racism.

Regarding the use of local Chinese media, they stressed that “the way in which New Zealand's new Chinese settlers use the print and electronic media may be an important indicator of their degree of integration” (Friesen & Ip, 1997, p14). They argued that the new Chinese immigrants could be in more informed about what is happening in the wider community if they read New Zealand local newspapers and used local English language radio and television. On the contrary, if they read only Chinese language newspapers imported from their country of origin, their viewpoints would be accordingly influenced.

Meanwhile, through their quantitative research Friensen and Ip concluded that the

most common Chinese language medium used by their sample was New Zealand-based newspapers, with 58 percent specifying they used these sometimes. But there are fewer people who listen to Chinese language radio programs (about 28 percent of the sample). And for the most utilized New Zealand (English language) medium, 62 percent of the sample saying they watched television, and 56 percent of all respondents specifying that they use newspaper as the source of information (Friesen & Ip, 1997, p15). However, recent data on this situation differs, and we will discuss it in the Chapter 7.

On the other hand, as the fourth estate, the mass media are often seen as the guardians of democracy, defenders of the public interest. Tommy Tay, a senior newsman, highlighted the relationship between the diasporic media and democratic society. In his mind, most Chinese immigrants in New Zealand are originally from countries that are not typical Western type democracies, thus the media should take the responsibility “to provide accurate, impartial and balanced information to ensure full community involvement in the democratic process” (Tay, 1996, p55). Furthermore, the local Chinese media should perform the function of education, by helping the new immigrants to fully understand the political constraints and electoral system, and be able to cast effective votes consequently. As a result, Tay argues the local Chinese media should have the ability to facilitate dialogue between the voters and the elected, and some professional journalists who understand the complexities and nuances of political system are required “to interpret and explain the political system to the community and in the process to provide real enlightenment to voters to help them to make a reasoned choice” (Tay, 1996, p55).

Chapter Three:

New Zealand Media Reporting on Asian Immigration

It is understandable that new immigrants keep an eye on how their stories are presented in the mainstream media. From their point of view, it is a matter of social recognition as to what the media says about them and what of their images are shown to the public. In a democratic country like New Zealand, the media have the freedom to publish all kinds of opinions about immigration that can fully reflect the range of views in mainstream society.

General speaking, there are always two different voices appearing in the media, those supporting and those against Asian immigration. However, the voices of those against seem louder than the others.

The voice of the mainstream media

After analyzing some mainstream print media in New Zealand such as *New Zealand Herald*, *Sunday Star Times*, *Dominion Post* and *Shore News*, Spoonley and Trlin (2004) concluded that the coverage of Asian immigrants in the print media can be divided into two phases. The first was obvious in the early and mid-1990s when newspapers “contributed to public perceptions of the problems deemed to be associated with immigrant’s arrival and settlement, by their choice of stories and the wording of those stories” (Spoonley & Trlin, 2004, p35). After 2000, the negative coverage and wording tended to decrease and more balanced reports appeared, although “there is still a tendency in some quarters to see Asians as a relatively homogeneous group with a broadly common culture and facing similar issues” (Spoonley & Trlin, 2004, p35).

Since 1993, the stereotype of media reports marked an explicit acknowledgement and

concern at the arrival of Asian migrants as a negative development in New Zealand's immigration policy in the wake of the changes after 1986 (Spoonley & Trlin, 2004). Friesen and Ip (1997) summed this up as:

...typical stereotypes identified from an analysis of media reporting include the assertion that they are wealthy, lack commitment to their new homeland, have come in their own economic self-interest, and tend to isolate themselves from the host society .(Friesen and Ip, 1997, p52)

The negative images and stereotypes about Asian immigration were illustrated in content focused on: bad drivers, international students crimes, buying of expensive homes and luxury cars, and “ the numbers suggesting that Auckland will become the ‘Taipei/Hong Kong/Seoul of the South Pacific” (Spoonley & Trlin, 2004, p24). Whether intentional or not, Asian immigrants were seen as 'problem' immigrants, as a threat to common New Zealand values and institutions. Those themes persisted in the early period, but changed in the latter period.

In 2002, Winston Peters became the center of the election stage, and his critical comments and negative attitude towards immigration were widely reported in the mainstream media. He gave warnings about "Asian student numbers" and their impact on education and the wider community (*Sunday Star Times*, November 24, 2002). He blamed ethnic violence and unemployment on Asian immigrants, said that “their refusal to integrate was creating ghettos that would result in violence and race riots” (*Sunday Star Times*, November 10, 2002).

As well, he mentioned that New Zealanders were "paying the price" for people of Asian background flooding into Auckland: "That's why you're forking out on the petrol account to pay for Auckland's roads", and New Zealand is "bringing in the Third World...93 per cent of people who came here in the year to April were Asian. I don't believe this country can handle this ethnic mix in that proportion. It's extraordinarily dangerous" (*Dominion Post*, Oct 4, 2002).

He commented specifically a range of problems, on employment and Asian joblessness. He claimed, "which begs the question, how could that be when they all got here with a guaranteed job and proven qualifications - or didn't they?", and "we can't help a New Zealander but we can help every Tom, Dick and Harry, Mushtaq and Ben Laden first. Do you know what they call that in other countries? They call it treason", and "the count of people of Asian ethnicity more than doubled in the 10 years between 1991 and 2001. The only time this slowed down was when NZ First put the brakes on immigration back in 1996. When you voted at the last election, did you know that the floodgates would be opened?" (*The Dominion Post*, Oct 4, 2002).

Meanwhile, as a wide range of media mentioned that there were too many Asians in New Zealand, it emerged that quite a number of New Zealanders felt the same way. A reader's letter to the *New Zealand Herald* expressed sentiments of unease, and emphasized the sensitivity of immigration issue in election campaign. In this letter, a Pakeha woman who lived in Howick expressed her feeling when she saw nearly everyone was Asian in a local bank, except her. She just wanted to cry and felt like "an alien in my own country" (*New Zealand Herald*, Jul 13, 2002A). According to this, the writer of this newspaper article indicated that this letter seemed to "struck a chord in the midst of an election campaign and gave clear voice to an idea often grumbled in undertones" (*New Zealand Herald*, Jul 13, 2002A).

The *National Business Review* published a poll result that indicated that almost half of the respondents considered there were too many Asian immigrants in New Zealand, with Aucklanders, the area with the highest proportion of Asian immigrants, having the strongest anti-Asian sentiment. It represented "a National Business Review-HP Invent poll of 750 people found 45 per cent thought there were too many Asian immigrants, while 44 per cent thought the number was about right. Just 5 per cent thought there were not enough Asian immigrants. People under 30 appeared to be more anti-Asian than those 45-49" (Cone, *National Business Review*, Nov 8, 2002).

In an opinion piece headed "Far too many immigrants without preparation" (*The New Zealand Herald*, August 15, 2002B), Garth George claimed, "too many immigrants were arriving in New Zealand particularly in Auckland and too quickly". He did not believe that migrants would bring benefits to New Zealand, rather, they would be a liability. His meaning of the "harm" caused by immigration policy was "overcrowded schools, teacher shortages, overflowing hospitals with interminable waiting lists, near-grid locked roads and house prices that make the Kiwi dream a fantasy".

Some print media coverage claimed an association between Asian arrivals and certain crimes, saying, "Protection rackets, loan sharking, stand over tactics, car-buying scams, and other riots are all known to exist within pockets of the new Asian communities" (*The Press*, Oct 31, 2002). Also the article "Asian violence on rise in Wellington - police" focused on crime and included comment on the involvement of Asians in extortion activities and conflict between Asians, especially in bars in Courtney Place (*Dominion Post*, December 3, 2002). However, according to Spoonley and Trlin (2004), the label 'Asian' was used indiscriminately throughout the print media reports, police reports yet indicated that certain activities such as extortion and gang activity, whether triad-based or not, tended to be associated with certain Asian communities and not others. But, this was not apparent in print media reports on these activities. It was apparent that ethnic crime had emerged as another theme in the mainstream media coverage of Asian immigration.

Another matter that aroused media attention was the change of immigration policy in November 2002, when the English proficiency threshold for skilled migrants was raised to an overall IELTS score of 6.5. This new policy provoked another flurry of interest from the media, because it was seen as a way of reducing the number of Asian immigrants. The article "Curbs to hit Asian migrants" in *New Zealand Herald* (November 20, 2002) indicated that the Minister of Immigration Ms. Lianne Dalziel conceded the changes would impact on Asian immigrants, particularly those from countries such as China and India and officials estimated that 9000 people in the

general skills category would be ruled out by the changes. “But she denied the changes were anti-Asian or in any way connected with recent statements by Winston Peters” (*New Zealand Herald*, November 20, 2002).

In the election year 2005, some stereotyped reports were repeatedly published, especially on drug taking, car crashes and crimes such as kidnapping and fraud. When they reflected on the performance of Winston Peters in 2002, people suspected there were some political intentions behind those media reports.

Nevertheless, there was same stories reviewed and there was same basis for alarm. The article “Bad foreign drivers stay on the road” (*New Zealand Herald*, April 30 2005), said “Police giving evidence at an inquest in Huntly into the deaths of two Asian students, killed in a head-on smash in 2003, said the driving level of some foreigners was below standard and a loophole was allowing overseas drivers who failed New Zealand driving tests free rein on the country roads”. Meanwhile, TV3's Campbell Live programme exposed a driver license fraud in west Auckland. A woman volunteered to take a secret television camera to a meeting with a Chinese driving instructor at a private home. She was told that she could buy a driver license without sitting the practical test, and both the instructor and the testing officer would take their share of the money. The test officer was eventually arrested and a fraud investigation was widely conducted within Auckland's Asian community (*New Zealand Herald*, March 24 2005).

Also there were some reports about the drugs and gambling. It was said that China had become one of the largest producers of ephedrine and pseudoephedrine, and Chinese crime syndicates worked with New Zealand's local gangs, importing the drug then selling it on to be manufactured into methamphetamine (*New Zealand Herald*, April 16 2005B). It was claimed that “Enough precursor substance to make up to \$3 million of the potent drug P was found hidden inside pillows allegedly imported by a Chinese group, a court has been told” (*The Press*, Sep 6, 2005C).

Gambling was seen as a particular 'Asian problem'. Stereotypical assumptions were conveyed and sustained in the print media about the inclination of Asians to gamble on anything. Associated with this, there were occasional reports on deliberate attempts to subvert gambling systems, such as “ \$12,000 fine over illegal casino ”(*New Zealand Herald*, August 31, 2005D).

The voice from the local Chinese community

June 3rd 2005, a conference named “Crouching Tiger Hidden Banana” was organized by New Zealand Chinese Association. It was the third such conference which was held in order to challenge stereotypes, shift perceptions and build bridges to strengthen ethnic relationships in New Zealand.

Some participants expressed their ideas about the impact of media reports for the ethnic groups. One participant, Lincoln Tan, expressed his view that it was not good for New Zealand to give migrants few opportunities to have their views heard. He urged the importance of freedom of expression for migrants be upheld for everyone in New Zealand, and for Asian migrants to play an active role in its process. He said:

Efforts to break down barriers of communications and foster better understanding between Asians and the wider community can be seen either as a token or a joke. The media, of which I am very much part of as the editor of a bilingual newspaper, is duty bound to ensure all perspectives are fully and freely aired - not just news and views from a Pakeha perspective. (Tan, 2005, in www.goingbananas.org.nz)

Keynote speaker, Professor Paul Spoonley thought that there was also frustration when talking to immigrant communities at how little the mass media dealt with issues that were of importance to them, and “one option was to create their own alternative

media using new technologies” (Spoonley, 2005, www.goingbananas.org.nz). Also he expressed the racism situation that the Asian community is facing, and believed that such views are unacceptable and are certainly not part of New Zealand in the twenty-first century. He said:

(Asian people) have faced levels of racism and discrimination, both public and from the government, which are unacceptable in a modern liberal democracy. You have every right to be angry and revengeful, and yet you continue to be optimistic. (Spoonley, 2005, in www.goingbananas.org.nz)

National MP Pansy Wong also saw media as a problem. She believed that New Zealand mainstream media showed little interest in the non-scandalous Asian or migrant stories. “The important issue is for the media to take an interest in and understand Chinese and other ethnic communities are fellow New Zealanders too.” And “the growing numbers of Chinese media, especially bilingual ones such as I-Ball, will help to accelerate the dissimulation of Chinese perspectives on issues and solutions. A strong and robust ethnic media will play a vital role for Chinese voices and presence to be taken seriously and to hold movers and shakers to account” (Wong, 2005).

The Chinese media finally took action. In July 17th 2005, a Chinese election seminar organized by 22 Chinese media outlets and broadcasted live on radio and highlights screened on Chinese TV, was held in Mt Albert. This was the first large-scale political debate held by the Chinese community. About 600 people heard representatives from seven political parties pitch for the Chinese vote. Representatives of major Chinese media asked a wide range of questions covering issues of law and order, social welfare, education, health and inevitably immigration.

This was reported as local Chinese media has sent a strong message to politicians that they could not be ignored in the election (*New Zealand Herald*, July 18, 2005).

Chapter Four:

The Chinese immigrants and Chinese-Language Media in New Zealand

The growth of Chinese language media and the development of Chinese immigration are two things that are indivisible. As we know, the Chinese settled in New Zealand as early as the 19th century. Until the late 1980s, however, no Chinese media existed in New Zealand for many reasons but mainly due to the fact that there was only a small Chinese population (Tay, 1996, p53). After twenty years, now we can see several forms of Chinese language media such as newspaper, television, radio and Internet, flourishing around us in New Zealand. First of all, it's necessary for us to look through what happened in Chinese immigration.

The development of Chinese immigration

The first Chinese who arrived in significant numbers came in the mid-1860s, as gold miners at the invitation of the Dunedin Chamber of Commerce. After that, only a small number of Chinese immigrants stayed and propagated in New Zealand. In 1986, the Chinese population was barely 20,000 — or 0.6 per cent of the population (Ip & Murphy, 2005).

The year 1987 was a milestone in New Zealand immigration policies, although the 1987 immigration policy clearly had economic reasons. Because of Britain's entry to the Common Market in the early 1970s, New Zealand had been cut adrift from the former British markets it had relied on for so long. The country could no longer count on exporting butter and lamb to Britain. As a result, the government aimed to give a boost to New Zealand's economy and upgrade international links, and more skilled labourers and foreign investments were urgently needed.

The implementation of this new immigration policy resulted in an increase of immigrants entering the country. Asians contributed significantly to the remarkable inflow. Most of them came here after the 1987 Immigration Act that sought to attract entrepreneurs and skilled workers selected under the business scheme, irrespective of their country of origin. Broadly the Immigration Act 1987 provided the legislative framework for the admission of immigrants under economic, social and humanitarian criteria for permanent entry. The implementation of the Points System expanded this and further brought a huge Asian inflow into the country. The point system was introduced in 1991 to the Business Investor Category (which replaced the Business Immigration Policy).

The 1996 Census recorded that there were 605,000 overseas-born people living in New Zealand, and Asian-born accounted for 118,000. Statistics supplied by the Immigration service lists the leading countries of birth within Asia as China (19,500), India (12,800) and Korea (12,200).

In the 2001 census, Statistics New Zealand identified Chinese as the largest ethnic group of the Asian population, accounting for 44 percent. Moreover, out of all the Asian ethnic groups, the Chinese ethnic group experienced the largest numerical increase in population between 1991 and 2001, up 59,787 or 133 percent. Of the 78,519 people in the Chinese ethnic group who were born overseas, 12 percent had lived in New Zealand for less than one year. The majority of these people were under 25 years of age.

• Ethnic Group	1991	2001	Change
New Zealand-born Chinese	15,264	25,473	10,209
Overseas-born Chinese	28,401	78,519	50,118
Total Chinese	44,793	104,583	59,790

Figure one: Table showing the changes of Chinese population in New Zealand

Compared with the first new group of Chinese settlers in New Zealand who were mainly laborers and gold miners, this new wave of migrants is relatively well educated and generally well-off. As we know, these new migrants have made a significant impact on various aspects of New Zealand life, such as bring different culture to this society and add to growth in the local economy through consumption. This situation also creates a demand for local Chinese media.

Chinese-Language Media in Auckland

As noted above, Auckland is the center of business and economy in New Zealand, also the biggest residential area of Chinese immigrants. Almost all the major Chinese language media operate here and provide useful examples for this research. The researcher is a media worker in local Chinese media. The following information comes mainly from the researcher's own experience and observation, as well as the in-depth interviews with 5 other staff who work in this industry.

Newspaper

The first commercial Chinese newspaper is the *Sing Tao Daily*, was first published in 1989 in Auckland. After 10 years, this newspaper closed due to the failure of maintaining a profit. During this period, a glossy Chinese magazine named *New Zealand Chinese Magazine*, also followed the suit and closed down after three years operation. Meanwhile, some small free newspapers survived in this small market, among them *Chinese Express* and *Mandarin Times*, two active players still occupying a place in Chinese language newspapers today. From the beginning of this century, several free weekly newspapers have been launched in Auckland. Some of them have struggled to keep alive while others closed down after a short period. Besides the two newspapers mentioned above, there are five more Chinese newspapers that remain in the Auckland region, such as *Chinese Voice*, *New Times Weekly*, *Chinese Herald*, *Chinese Mirror* and *Oriental Times*. All of them are distributed free through outlets in Chinese restaurants or shops. Some of these newspapers even have websites.

Due to the large distribution, the Auckland Chinese community enjoys the substantial number of newspapers available to them. On the other hand, because these newspapers depend on advertising revenue, the possibility of them being ‘hijacked’ by advertisers is greater when compared to mainstream newspapers. As a result, the lack of quality control becomes the most common problem for those newspapers.

Each newspaper must try to find their own way to save costs in order to survive in this highly competition market. Mr. A, a news editor of a local Chinese newspaper, which has a circulation of 15000 copies each day, believes that the competition in this industry is not a good thing,

There are too many Chinese newspapers in the market now, and everyone lives a poor life due to the tough competition and low profit. Some newspapers we must call ‘the advertisement brochure’ as its only content is advertisements. For us, we have to employ many volunteers to work as journalists and editors

to keep our costs down. Although some of them are really good, they still cannot compare with the professional ones.

Mr.B, a news editor of another local Chinese newspaper, also indicated the importance of professional journalists,

I think journalists should not only have good language ability but also a deep understanding of the mainstream society. They should be equipped with the ability to interpret and explain what happens in the mainstream society and analyze the relationship with our own community, and in the process provide real enlightenment to help readers to understand it. Unfortunately we are lacking of this kind of journalist, the main reason is that we are short of money to hire them.

Both A and B admitted that besides advertisements, the structure and the content are quite similar among those newspapers. They all include cover stories for the local news, the news from Mainland China, Taiwan and Hong Kong, and some international news as well as some news about sports and entertainment, and non-news items such as the community notice columns. For some newspapers, the resources for this news are largely from the internet and translation of English language media. The editors are a little worried about the future of local Chinese newspaper, and Mr.B said:

The current situation of local Chinese newspapers is over supplied, and we don't need so many newspapers, we really need some good quality newspapers. The strong competition nowadays could cause some newspapers to disappear sooner or later, and hopefully the newspaper with high standard of quality could remain to perform their responsibility properly.

Mr. A concerns over the continued existence of local Chinese media relates to the influence from the political environment shaped by the government's policies. He said,

As a small company of ethnic minority group, the existence of our business is highly influenced by the big environment, such as the immigration policy. For example, if the immigration policy tied up again and fewer migrants come here, I believe that some local Chinese newspaper will be closed very soon.

Radio

There are several radio channels existing since the beginning of 1990's, which broadcast Chinese language programs a few hours a week, such as the *Access Channel* and *Radio Samoa*. This kind of broadcast was not convenient for the listeners, because you must remember what time to tune in only for that half hour or one hour of Chinese programs.

The first Chinese language Radio that broadcast twenty-four hours seven days a week was *AM990*, appeared in 1998. Besides the programs imported from London BBC, Hong Kong RTHK and Taiwan BBC Mandarin as well Cantonese live news, *AM990* also broadcast some own-made programs such as daily local news, finance and insurance knowledge, and music programs. However, with the competition of new force *Chinese Voice*, *AM990* was sold out two years ago and changed to an Indian language Radio.

Nowadays, *Chinese Voice* is the only Chinese-Language radio station in Auckland, and also the only Chinese radio station in New Zealand. It started broadcasting in the beginning of 2003 and runs as an independent company together with *World TV* and does not get any public subsidies. Its income is mainly from advertisements. This Chinese radio is on air 24 hours a day, 7 days a week, broadcasting in two frequencies, Mandarin (AM936) and Cantonese (FM958). In addition to the up-to-date local news, market trends, community activities, food and music programs, *Chinese Voice* also broadcasts a mix of *Voice of American*, *China Central Radio*, and *Taiwan UFO Radio*.

As the sole Chinese-Language radio station, Ms.C, the manager of *Chinese Voice*, feels relaxed when talking about their programs. She said:

The New Zealand Chinese community consists of migrants and their descendants from Mainland China, Hong Kong, Taiwan, and South-East Asian countries. There are a lot of differences among them. There are people with different religions and there are people educated under different education systems. As a result, our productions try to be more varied and meet their different needs.

Ms. C used to work as the manager in another Chinese Radio, AM990, which was closed down two years ago. She believes that finance is the most important factor for an ethnic minority media,

We are quite lucky to be operated by the same company that owns *World TV*, the sole Asian Television Station in New Zealand. I am happy to see that we are not facing serious financial problems currently and we can buy different radio programs from Mainland China, Taiwan and Hong Kong. On the other hand, we have many professional radio announcers who are beloved by our listeners.

Although there is no other competitor in this field, she thought the quality of the programs could not be ignored in order to further development. “ The quality of the programs is the key point for us to survive in this relatively small market, ” Ms.C said,

We have produced many high quality programs, such as our hourly news program, which contains the news from local society, Mainland China, Taiwan, Hong Kong and International. And our news program updates every four hours. Also we have call-in programs, which allow listeners to interact

with our radio announcers and share their opinions about every aspect of their daily life in New Zealand.

Internet

The Internet, particularly the World Wide Web, has become an important tool for gathering information that is both critical and timely. Its low cost, convenience and speed make it the perfect medium for members of communities to communicate and share information. There is not any previous research on the Chinese language websites in New Zealand and it is really difficult to calculate the numbers existing. Mr.D, a young CEO of a local Chinese Website, believes that there are roughly about five to six Chinese language websites in New Zealand that influence the local Chinese community.

“Every day there are roughly about 70 thousand visitors who look through our website,” Mr.D said proudly, “and now we are ranking 58th in the whole of New Zealand.”

While an international student, Mr.D and his friends built up this website four years ago, with the purpose to communicate with other students and make more friends. But now, they regard it as a good business that has a brilliant future. He explained,

When you visit our website, you can see over 10 columns, such as New Zealand News, International News, Hot Topics, Money and Investment, Education, Entertainment, Lady and Fashion, Travel, Food Gallery, Auto Market and Free Ad. Moreover, in our website forum there are over 60 columns and it owns more than 76 thousands registered members. You don't need to go to other websites if you want to find something regarding to the local Chinese community, our website can fully satisfy you.

Compared with traditional media, the Internet and the World Wide Web possess many incomparable advantages. As Karim (2003, p13) mentioned, “As opposed to the broadcast model of communication which, apart from offering little access to minority groups, is linear, hierarchical and capital-intensive, online media allow easier access and are non-linear, largely one-hierarchical and relative cheaper.” Mr. D agrees with that. He believes that the online medium will take the place of the traditional media sooner or later. “According to our survey, nearly 78% of our viewers are under age 32 years, that means we are a kind of dawn industry and full of energy.” Mr.D enthused.

Although Internet and World Wide Web have a dazzling future, the financial problem is still the principal issue they must deal with. Mr. D said,

Because the Internet business is still in the early stage in the local Chinese community here, it needs some time for the local businessman to appreciate its value. But the numbers of our members as well as the potential viewers could point to how big the market it is. More and staff have joined our team now and our profit from advertisements increases every year. Consequently, I am quite confident that my business will become bigger and bigger.”

Television

Three years ago there were three Chinese pay television services available in Auckland, which were *World TV*, *Gold TV* and *Pacific TV*. But now only *World TV* has survived in this market. I am privileged to be involved in the World TV and work as a news reporter there, and I will briefly introduce the World TV according to my experiences and understanding, in the next Chapter.

Chapter Five:

A Case Study—World TV

As the biggest Chinese Language medium in New Zealand, the development of *World TV* could be regarded as a good example for other Chinese language media. Studying its configuration and operation could help us to understand some important factors that can be used for other Chinese language media in order to operate longtime.

World TV is an ethnic-based commercial enterprise set up in June 2000. It broadcasts throughout the New Zealand and transmits a mixture of programs from Mainland China, Hong Kong and Taiwan plus with a few from Korea and Japan. *World TV* provides services to its audience through eight SKY channels and provides 24 hours of programming each day. It rents eight channels from the SKY platform, from channel 81 to channel 87, plus channel 93; one Japanese, one Korean, one Cantonese and four Mandarin channels together with one English language channel. .

To Win the Competition

As a commercial television company, *World TV's* survival and development depend on its subscriber base. In order to survive and expand its business in the relatively small Chinese-language market in New Zealand, *World TV* must ensure its services meet and satisfy the needs of its audiences.

However, *World TV* was not the only Chinese pay television company in New Zealand a couple years ago. Several pay television companies participated in the competition of offering Chinese television programming sourced from China, Hong Kong and Taiwan. Nevertheless, by right of the different program content as well as the exclusive company format, *World TV* became the only one that could survive until today.

According to my judgment, the main core for the success of *World TV* is their own-made news program, as well as the cooperation with *SKY* platform. Although there used to be one Hamilton based Chinese television station called *Salt* which had tried to produce their own news programs, the company had to be sold because it could not achieve sufficient revenue. Other companies that had offered programs from China, Taiwan and Hong Kong but not attempted any local productions also failed, as they could not generate enough business in the small market.

On the other hand, when talking about a pay television company, there are two important concepts that need to be recognized in order for further analysis, one is 'platform', and the other is 'content provider'. Generally speaking, a 'platform' is the frequencies of channels which a television company could utilize to transmit their program signals around a certain area. A good example of this is the way *World TV* sought cooperation from the *SKY* Network, renting space on its platform (which *SKY* has set up by purchasing frequencies from the New Zealand government, then renting space on a satellite that circles above this country). Meanwhile, 'content provider' refers to the source of the program. For example, *World TV* bought the rights to screen certain programs, which are provided by the broadcasters from China, Hong Kong and Taiwan, in this country.

In terms of platform, *Gold TV*, which used to compete with *World TV*, was associated with Telecom NZ, and recognized as the only Chinese language cable TV in New Zealand. However, it was only available in limited areas such as Howick, Remuera and Glenfield due to the incomplete state of the cable network, which became the direct cause for its failure. *Pacific TV*, the other competitor of *World TV*, used a different way to delivery their programs. They established satellite dishes in Taiwan to receive Taiwan program signals then uplinked these signals to a satellite to be received in New Zealand by homes with the satellite dishes of Optus. This is similar to the method adopted by *World TV* except that *World TV* added an additional stage- it received the satellite feed in New Zealand then selected and packaged the material for

retransmission via *SKY*.

When discussing the content provider, we previously understood that *World TV* signed the contracts with the overseas Chinese language television companies and broadcast their TV programs. Meanwhile, the *Gold TV* used *TVB*, which is the biggest content provider in Hong Kong and broadcasts in Cantonese, as the sole source of their programs. However, *Pacific TV* appears to have no official relationships with their sources. Unlike *World TV* and *Gold TV*, *Pacific TV* appeared to freely use TV programs from overseas without paying fees to their source, a practice that was problematic.

As we know, as New Zealand is distant from the original content providers, such as Mainland China or Taiwan, the sources may not even know that their signals are being used without their permission. As the result, some local Chinese cable television companies in New Zealand similarly set up dishes here to receive free to air television signals without informing the original sources. The *Pacific TV* just operated like those companies, by simply helping their customers to set up the satellite dishes and tuning into the right channel, without rearranging and packaging the programs. In this way, their customers in New Zealand could receive approximately 40 channels from China, Taiwan and Hong Kong simultaneously.

According to my private communication with the staff of *World TV* , I realized that this kind of operation used by the *Pacific TV* seemed to be based on illegal practices and breached the intellectual property rights. Therefore they would be a risky operation. Following the open market principles of New Zealand, the content providers of Chinese origin, such as those in Taiwan and China may expand and export their programs to the Chinese community in New Zealand more easily. If this occurred, the real sources would take measures to stop an illegal Chinese pay television company here from exploiting their rights and property. Moreover, those content providers could have legal means to look for a solution to the disputes arising

out of intellectual property through the function of WTO. As a result, *Pacific TV* withdrew from the local Chinese pay television market finally in order to avoid possible legal prosecution.

The Development of World TV

In the beginning, there were two directors from Korea and Japan involved in the foundation of *World TV*. They used to work for the Auckland regional television station, *Auckland TV*, which operated on a similar basis to *Triangle TV*, and were in charge of supplying Korean and Japanese programs. However, these two directors had to find alternative channels to provide their programs since the *Auckland TV* failed to survive due to its limited form. Their eyes turned to the local Chinese community that contained a higher population and viewers than the Korean and Japanese communities. Following the direction of this new target market, they invited two other Asian investors who were interested in the ethnic media industry to join them and established a new Asian television company—*World TV*.

The most important thing for them to set up a television company was to find a suitable platform to transmit their programs. After many contacts and negotiations, they decided to cooperate with *SKY* and use the form of pay TV service. The main purpose for them to abandon the free to air approach and choose the pay television system was largely because the shareholders of *World TV* believed that the company would not survive in the limited local market on the sole income of advertising, and their judgment was proved correct in the future development.

On the other hand, *SKY* accepted the deal with *World TV* essentially based on several considerations. First, the cooperation with an Asian television company would bring *SKY* some rental income particularly since the Chinese community was a potential market. Second, such cooperation would help *SKY* to improve its public image in the wider society against some condemnation by the government and public for its

possible monopoly position. Last but not the least, building a good relationship with Asian television in New Zealand would enable *SKY* to gain some useful experiences for being involved in local Asian television, and to make preparations for their intentions to explore news business opportunities in the open media market in China.

In order to create a win-win situation, *World TV* and *SKY* made it clear that they would have different roles in the cooperative venture. *World TV* is in charge of the marketing and programming, as well as producing local programs, while *SKY* provides the transmission, installs decoder machine and aerials for subscribers, administers subscriptions, invoices customers and provides technical support. The *SKY* studio encodes the eight channels data into MPEG-2 format and transfers them to a Digital Multiplexer. On the other hand, *SKY* also provides *World TV* some of the infrastructure it needs to offer a broadcasting service.

Technically, *World TV* downloads four different languages programs with different channels from the PAS-2, JC-3 and ASIA- SAT Satellites by using the *SKY* earth station. And then, the *World TV* edits those programs and classifies the edited material as eight different channels, and passes them back to *SKY*. *SKY* then transmits the data (via a Digital Multiplexer) back to a satellite. Through this uplink process, the subscribers around New Zealand can receive the signal broadcast by the satellite by using a satellite dish. In the last stage, the decoder machine in the subscribers home unscrambles the signals and makes it available for subscriber's viewing. Altogether, the whole procedure can be divided into three parts: downloading the signals from original satellites by *World TV*, unlinking the processed programs to another satellite by *SKY*, and downloading the updated programs by the subscribers.

Also in order to avoid unnecessary trouble with related regulations of the government, an agreement had been signed between *World TV* and *SKY*, indicating that *World TV* was not allowed to broadcast any advertising related to pornography and could not broadcast anything such as music and drama unless they have obtained the rights.

After two years of preparation, *World TV* was launched in June 2000. It aimed to fulfill the need for nationwide Asian satellite television media in New Zealand. *World TV* offers up-to-the-minute news and information, entertainment, leisure and cultural shows from major Asian satellite channels direct to the vast Asian and non-Asian communities throughout New Zealand.

World TV operated six channels in the beginning: three Mandarin, one Cantonese, one Korean and one Japanese. According to the high demand of the Mandarin speaking market in the local Chinese community and available capital, and after considering the potential profits, *World TV* added one more Mandarin channel together with an English language channel produced by the China Central Television since the beginning of last year. Each channel broadcasts non-stop 24 hours a day, in order to meet the needs of those who used to watch TV at midnight in their homeland where programs are broadcast 24 hours a day, such as Mainland China

Financial Situations

There is no official investment from the Chinese, Taiwanese and Hong Kong governments in *World TV*, nor the subsidiaries from the New Zealand government. Because the Chinese community in New Zealand is in a rather complex position, influenced by different political forces coming from Mainland China, Taiwan and some other areas, media always becomes the useful propaganda tool for them. In order to maintain its politically neutral position and avoid any political interference, *World TV* insisted it run as a purely commercial television company.

Meanwhile, in order to increase profit and survive in the market, *World TV* signed a favorable agreement with *SKY*, indicating that *SKY* is responsible for customer installation with 10,000 discounted connections at \$199 each for *World TV* customers.

World TV has two years to repay the expenses incurred in the installation process and meanwhile uses the opportunity to attract customers by offering free installation. Such an offer made *World TV* very competitive in the market in terms of its price package.

Advertising is also a source of income for *World TV*, although it only occupies a small proportion of its income. The sources of advertising are mainly from local Chinese business operators as well as some local Kiwi businesses.

According to *World TV's* website (www.worldtv.co.nz), at the moment, there are over 10,000 households subscribing *World TV*. The total number of viewers reached 50,000, which is approximately 35 percent of local Chinese media market. And along with 2 radio channels covering the Chinese market, *World TV* became the largest Asian media platforms in New Zealand.

Own-made Programs

Besides importing programs from overseas, *World TV* produces its own programs such as news and financial programs. *World TV* believes that these self-produced programs not only enrich their service, making it more locally relevant, providing the updated information to the audiences about what is happening in New Zealand, but also helps to give the company a particular identity, to win against the future possible competition. In other words, through those own-made programs, *World TV* aims to be more influential in the Chinese community. Furthermore, they have ambitions to prepare themselves to become a content provider, selling their programs to the China market.

World TV have produced several regular programs since they first went to air in June 2000: such as 'Weekly News', 'Finance Weekly' and 'Face to Face'. Being as a news

reporter in *World TV*, the researcher believes that the ‘Weekly News’ which broadcasts every Saturday evening in both Mandarin and Cantonese is the most significant part of *World TV*. This one-hour news covers nearly all the important activities and affairs happening in the local Chinese community and some major news about mainstream society occurring as well in this week. About 4-5 news reporters came from Taiwan and Mainland China to take up the interview jobs. This seems to indicate that *World TV* wants to achieve a kind of political balance on the light of the tension between Taiwan and China. In fact, *World TV* wants to keep its political position neutral, and avoid irritating those who have strong political views. Therefore, the news avoids sensitive issues that relate to radical political views.

The other featured program is TV3 news with Chinese subtitles. *World TV* signed an agreement with TV3 and downloads TV3’s everyday news program that broadcasts at 6 pm. This one-hour news is then re-screened with Chinese subtitles at 10 pm in one of *World TV* channels. The four hours difference gives *World TV* enough time to do the translation and to add subtitles. According to feedback, the local audience warmly welcomed this everyday one-hour news program, as it enables them to know what is happening in New Zealand simultaneously with the mainstream society.

Chapter Six:

Research Design and Methodology

This research is mainly focused on the relationship between the local Chinese media and their viewers. It makes a connection between the media use and degree of integration, by investigating the local Chinese resident's media consumption patterns, as well as the perception of media providers.

In previous discussion, I argued that diasporic media plays a very important role in local ethnic minority groups. According to the researcher's understanding, most immigrants from China, Taiwan and Hong Kong still use Chinese as their first language to communicate in their daily life. As the result, the Chinese language media became the most commonly used medium among them. Consequently, the research mainly focuses on how the local Chinese community evaluates the performance of the local Chinese language media and how the latter express themselves.

The quantitative research involves structured questionnaires that are focused on what local Chinese think about the local Chinese media; its function and performance. The questionnaires were distributed to 102 adults (18 years old and above) who come from the Chinese community in Auckland. These people were selected haphazardly from one of the largest local Chinese supermarkets, Silver Bell, which has two shops in Howick and central Auckland, city areas with a high density of local Chinese residents. The researcher visited these two shops twice on different days and distributed questionnaires to the local Chinese people who were shopping there. The researcher asked people who were passing by if they were Chinese and invited them to do participate in the survey. The researcher made a relatively balanced selection according to the gender and age groups. All the questionnaires were anonymous.

The Questionnaire Design

The full questionnaire is attached to this report in the appendix section.

The types of questions in the questionnaires were demographic questions, multiple-choice questions and rating questions.

In the demographic section there are five questions, which ask about the gender, age, educational level, annual income, and the duration of living in New Zealand. As those factors have varying influences on people's habit of using media, this research tries to explore the relationship between these factors and the people's media consumption patterns.

For the multiple-choice questions, the respondents were offered a list of choices from which a single item or more than one response could be chosen. The questions covered a range of information such as attitudes, evaluations and facts.

For example, question 6 asks “ **How do you feel the mainstream media reports for the local Chinese community?**” There are four choices for the respondent to select, which are

A. Fair and Objective B. Stereotyped C. Little to say D. Nothing to say

Accordingly, the respondents just make their own choice for their evaluations about the mainstream media.

Rating the questions was designed to measure the degree of the respondent's reaction to, and satisfaction with issue. For example, question 4 asks, “**What kind of news interests you? Please rank the following answers** ” There are four choices for the respondent to select:

- A. Local news for mainstream society
- B. Local news for the Chinese community
- C. News about China, Taiwan and/or Hong Kong
- D. Other international news

In answering this question, the respondent is required to put 1 beside the type of media that is his or her main source, put 2 beside his or her next main source, and so on. If he or she does not use a media, they do not put any numbers beside the answers.

As an important tool used in this research, the questionnaires should provide reliable information that comes from the accurate choices and honest answers of the participants. The researcher is a veteran interviewer and was confident that his experiences would help deal with any problems. Firstly, all the participants were required to fill in the questionnaires after a thorough explanation of the content and purpose of this research. In this way, the researcher made sure all the participants fully understood the significance of this research and obtained their positive cooperation. On the other hand, all the questions in the questionnaire were designed to be straightforward and easily understood. Most participants could finish it in a short time without too much consideration, which ensured they could provide accurate answers. Last, the anonymous feature of the questionnaires ensured the participants had no worries that their information would be revealed. This makes it unnecessary for them to give dishonest answers. However, like any other survey research, the risk is still present. To make sure that the results are credible, the design of the follow up face-to-face interviews was adjusted, according to the results, to test the credibility.

The Main Focus of the Questions

Besides the demographic questions, the content of the rest of the questions can be divided into four parts: the news that interests them the most, the main source of the NZ local news, the most frequently used local Chinese media and the evaluations of

the mainstream media as well the local Chinese media.

For the news that interests them the most, the question is designed as the most important indicator for the level of integration into the local community for the participants. In this question, the news is divided into four aspects: Local news for mainstream society, local news for the Chinese community, news about China, Taiwan and/or Hong Kong, other international news. To a certain degree, this question can be regarded as the indicator for the level of integration.

Furthermore, the second part questions focused on the means for the local Chinese community to access the news for the wider societies. Altogether there are eight kinds of different media they can choose, which covered English language TV programmes, English language radio programmes, English language newspapers, Local Chinese language TV programmes, Local Chinese language radio programmes, Local Chinese language newspapers, Internet in English, Internet in Chinese Language. In order to make a judgment about which form of media is the main source for them to access the news for the mainstream society, they were also asked to make rankings on the answers they chose. As well, the participants could give the reasons why they chose those answers if they liked. This question will help us to understand the different influences between the mainstream media and local Chinese media on the local Chinese community.

For the most commonly used Chinese media, there are six different types of Chinese media listed including both local and overseas Chinese media, such as local Chinese language TV programmes, satellite Chinese TV Programs, local Chinese language radio programmes, local Chinese language newspapers, local Chinese websites and overseas Chinese Websites. The results of this question could provide us relative information about the most influential Chinese language media in the local Chinese community.

Also, the last part as well as the most important part of questions, the respondents will give their evaluations on the performance of both mainstream media and the local Chinese language media. Together with the expressions of the local Chinese media, this feedback will help us to analyze how the local Chinese community interacts with the media.

After the data from the questionnaires is assessed, the results will be used to formulate the next step of the research, in-depth interviews.

Face-to-Face Interviews

Two groups of face-to-face interviews were conducted. For the first group, five volunteers from those had finished the questionnaire research and were willing to participate in an in-depth interview were chosen according to the age differences. The purpose of the in-depth interviews was to add additional detail to the brief answers to the survey questions, exploring the reasons behind the range of survey answers. As the result, the interview questions were mainly based on the questionnaire survey questions.

Meanwhile, the second group of 5 people who work in local Chinese media companies were contacted by the researcher and invited to participate in the interviews. In neither interviews names were recorded so their participation was totally confidential. The interview questions focused on investigating their opinions about the current situation and future possible development of local Chinese media, with regard to their understanding and experiences in this industry, as well as their own explanations in relation to the feedback from the respondents.

Translation and Credibility

The original questionnaire for the local Chinese residents was designed and written in English. In order to increase the response rate and to ensure that respondents fully understood the questions, the questionnaire was then translated into Chinese by Ms. Rowan Li, who is a qualified member of NZSTI (New Zealand Society of Translators and Interpreters). The answers to all questions were translated back into English.

All interviewees from the respondents and local Chinese media were all Chinese, and the interviews were conducted in Chinese accordingly. There was only one interviewer, the researcher, who is a published writer in Chinese as well as the qualified news translator for *World TV*. Potential differences in translation, understanding and literary preferences were kept standard by having only one interviewer.

Chapter Seven:

Data and Survey Summary

Altogether there were 102 structured questionnaires (see Appendix) distributed and collected between October 2006 and earlier January 2007. The interviewer asked the questions in Chinese as printed in the Chinese questionnaire, and the interviewees answered the questions in Chinese as well.

Each interview took approximately 5 minutes. The interviews were carried out in a wide range of locations, from Howick to Auckland City. Most interviews were done in the Chinese supermarkets in those areas, the interviewees were selected randomly and all of them were quite happy to fill in a questionnaire and return it to me at once.

Demographic Data

It was found that among the 102 local Chinese residents, 52 were female and 50 were male. The 102 respondents were distributed into five age groups, 23 respondents (22.5%) were 18 to 25 years old, 17 (16.7%) were 26 to 35, 24 respondents (23.5%) belong to the age group of 36 to 45, 20 (19.6%) were 45 to 55, and 18 (17.6%) respondents were over 55 years old.

Among those 102 respondents, 60 people (58.8%) had a University Bachelor Degree, 12 people (11.8%) had a University Post-graduate degree, 10 people (9.8%) received Tertiary level (after school) certificate. The number of respondents who were High school graduate and Tertiary level (after school) Diploma are same, 9 people separately. Besides, one people indicated that his education was Primary school level while the one person claimed that he had never been to school.

The percent of income showed that there were 51 interviewees (50%) whose average annual income was between \$30,000—\$50,000, 22 respondents (21.8%) indicated that their annual income was under \$10,000. The number of people whose annual income between \$10,000—\$30,000 was 18, and 8 respondents chose \$50,000—\$100,000 , and only one participants claimed that his figure was over \$100,000.

Regarding the question about the length of stay, 39 respondents (38.2%) indicated that they have been in New Zealand for 3 to 5 years. The numbers of interviewees who stayed here for 6-10 years and over 10 years are same, 22 people respectively. 19 people stated that their length of stay was less than 3 years.

As mentioned in previous chapter, 5 volunteers, 2 females and 3 males, were chosen for the in-depth interview according to the age differences. Meanwhile, another group of 5 people who work in local Chinese media companies were invited to participate in the interviews, and their personal information were totally confidential.

The Most Interesting News

Among these 102 interviewees, a total of 40 (39.2%) interviewees identified that the most interesting news for them was the local News for mainstream society. In contrast, 29(28.4%) interviewees believed that the news about China, Taiwan or Hong Kong was most important to them. A fairly similar number 24(23.5%) interviewees said that they were interested in the local news for the local Chinese community. Only 9 (8.8%) interviewees indicated that the international news was their main consumption.

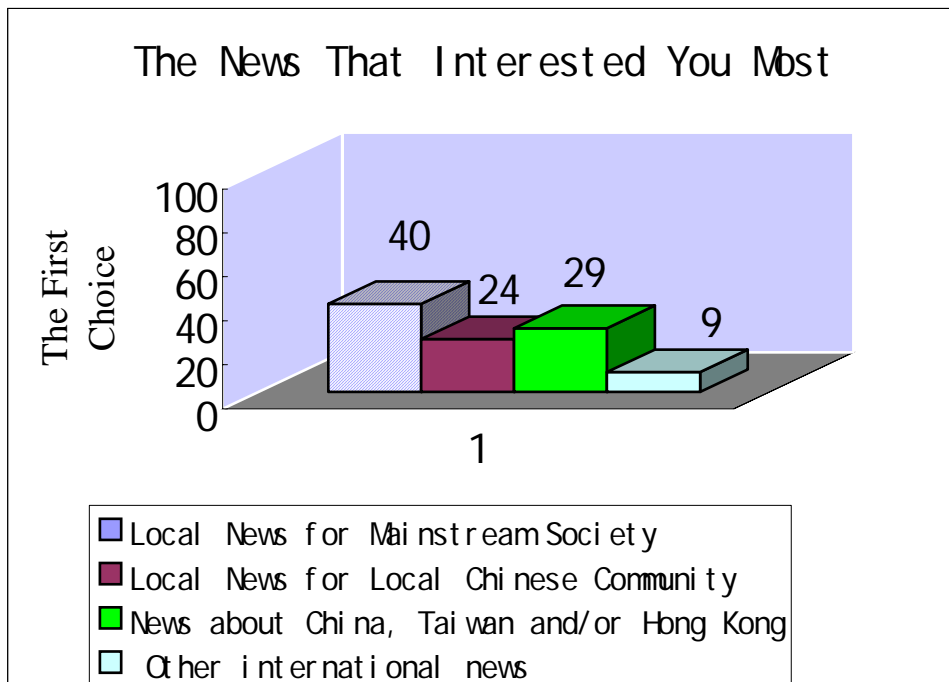


Figure two: Bar chart showing the different news programme consumption for the local Chinese community.

The result of this research indicated that the local news for New Zealand society is indispensable to the daily life of those in the local Chinese community. The in-depth interviews also made it clear that such kind of information is crucial to their life. They want to know how the economy of host country developed, the trends in petrol prices, which party won the election and if there was any new policy about the immigration, which school is the most suitable for their children, and if their resident community is safe or not.

I watch the TV3 news which transmits in *World TV* with Chinese subtitle every night. In this way, I can understand what happens in New Zealand, and that will be helpful to my life here. (Interviewee J)

Cultural tradition, the knowledge of daily life, government policies and laws are the things I am concerned about. I am rather happy to see I can have

almost all the information from the local Chinese media. (Interviewee G)

The reason why I focus on the local news for mainstream society is quite simple, because now I am living in New Zealand and I want to know what happens around us, and what will influence my life here. (Interviewee F)

Interviewee H believed that knowing the local news would help his integration into the mainstream society. He said,

We are an ethnic minority group in New Zealand, and we should not separate ourselves from the mainstream society. Moreover, we should treat ourselves as a member of the wider society and try to be involved in it. The local news for mainstream society as well as the news for the local Chinese community are fairly important for me to understand what happens around me.

On the other hand, the research illustrated that respondents have a strong desire to be informed what is happening in their homeland, and therefore the relevant news programs are highly consumed.

When discussing with the respondents about the news from their motherland, they always have a sense of feeling that the 'news' is not only a source of information, but also a linkage to connect the overseas people and their homeland.

I am particularly concern the news about the 2008 Olympic Game which will be held in Beijing. I think China can benefit a lot through such big event. On the other hand, it means that China is becoming more and more stronger, and I am very proud of it as an overseas Chinese. (Interviewee J)

I was born and grew up in China, it's difficult for me understand the affairs

here. The development of my original country does have a special meaning for me. Meanwhile, I still have many relatives in China, and I want to know what happens around them. (Interviewee F)

It is already becoming a habit for me to look through the news about the China in the Internet everyday. I believe it is a good method for me to keep my culture and my roots. (Interview I)

Meanwhile, the research found that among the 40 interviewees who made the local news for the mainstream society as their first choice, 11 people came from the age group from 36-45, 9 people from 18-25, 8 people from 26-35, 7 people from 46-55, and 5 people from over 55. We can see that more aged people took less interest in the news for mainstream society. According to the length of stay, there were 10 interviewees have been New Zealand for over 10 years, 5 people for 6-10 years, 16 people for 3-5 years, and 8 people for less than 3 years. However, we cannot draw any conclusions from this result as the people who have been in New Zealand for 3-5 years already represent a high occupancy in the total numbers. That is due to the New Zealand open immigration policy at the beginning of this century, and the majority of migrants came to New Zealand after that time. Meanwhile, the educational level cannot be considered as a factor to impact on people's media consumption neither, as this category was shared nearly 60% of all respondents had a university bachelor degree.

The Most Frequently Used Media for the Mainstream Society News

According to the diagram above, the most interesting news for the local Chinese residents was the local news for mainstream society. The next step that I studied was what kind of news form was mainly used by the local Chinese residents to consume the local news for mainstream society.

Through the data analyses for the question 5 in the questionnaire, among the 102 interviewees, nearly 20.5% (21) local Chinese residents use local Chinese language radio programs as their main media source for the local New Zealand news, followed by the Internet in Chinese language, which was utilized by 20 interviewees, as 19.6%. The other two frequently used media are local Chinese newspaper and Chinese language TV programs, the percent for the usages are 16.7% (17) and 11.8% (12) separately.

Meanwhile, the statistics also indicated that the different age groups who mainly use local Chinese language media to access the local news for the mainstream society: among the total 70 interviewees who chose this answer, 18 people from age over 55, and the same number of people for age 36-45, 15 people from the age group 46-55, 11 interviewees for age 18-25, and 8 people belong to age group of 26-35. It shows that most people aged over 36 mainly use Chinese language, nearly 72.8%. On the other hand, the people who primarily use English language to obtain information about the mainstream media generally belong to the age group 18-36.

Regarding to the salary factor, 36 (51.4%) people's average annual income were ranging from \$30,000 to \$50,000, 18 (25.7%) people from \$10,000 to \$30,000, and 17 (24.3%) people under \$10,000. It is difficult to say if their salaries could have any influence on people's viewing habits, because the majority of interviewees' annual incomes are between \$30,000 to \$50,000, according to the previous demographic analysis. At the same time, the education level also cannot be an indicator to help to judge the respondents' behaviors for choosing the media, as nearly 70% people's education level are University bachelor degree or above.

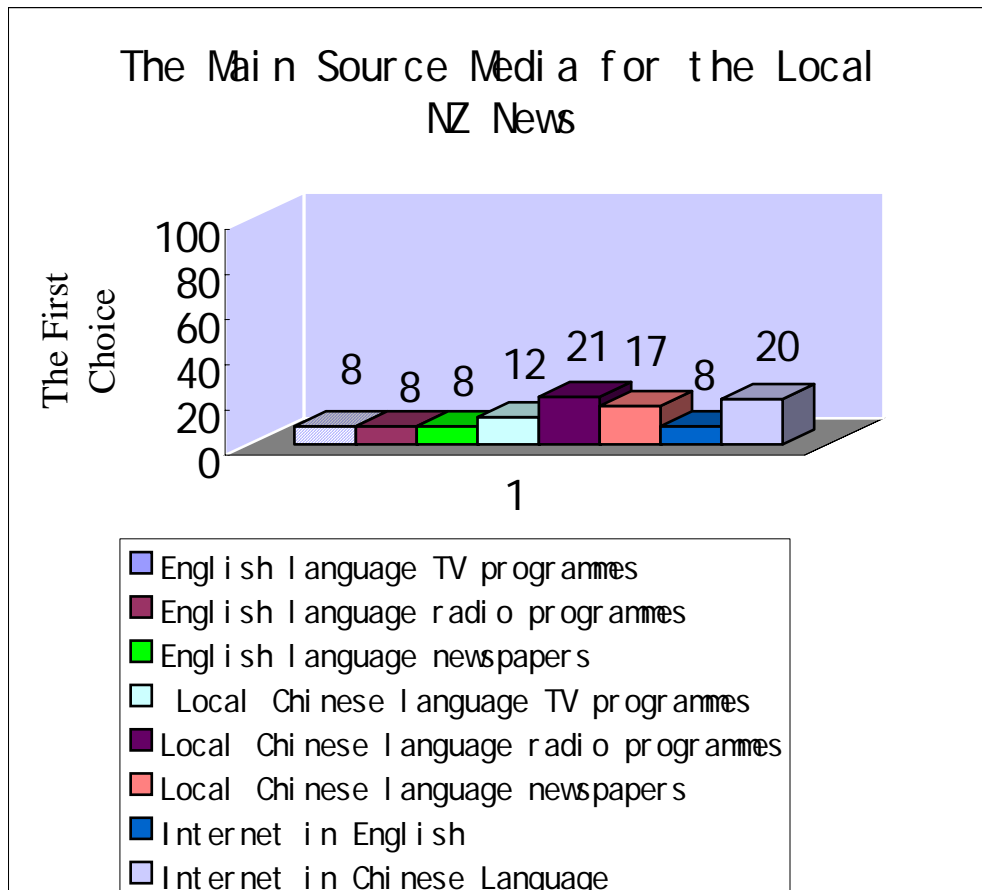


Figure three: Bar chart showing the different media forms using by the local Chinese community.

During the in-depth interviews, some people explained the reasons why they choose local Chinese media to collect the news for the mainstream media.

I like the call-in program in AM936 every afternoon. In this column, everyone can share their own views about the recent news of the mainstream community, and discuss how it could be influencing our daily life. The host of this program is a senior news editor and had been in New Zealand for over 20 years. He is so knowledgeable that could help us a lot. (Interviewee J)

I think both radio and Internet have the advantage to update the news

quickly, and they are the main source for me to receive the information about the mainstream media as a result. And the local Chinese newspaper and television cannot provide this kind of service at this moment. (Interviewee G)

The Reason for not Using the Mainstream Media

The diagram above clearly showed that the local Chinese community commonly uses Chinese language radio, Internet, newspaper and TV as the tools to collect the information from the mainstream media. The research also indicated that the main reason for this phenomenon is the language problem. According to the questionnaire, almost 59.8% interviewees indicated that the language is the main reason for them to not use the mainstream media. On the other hand, lack of interest is the other reason; about 26.5% interviewees chose this item.

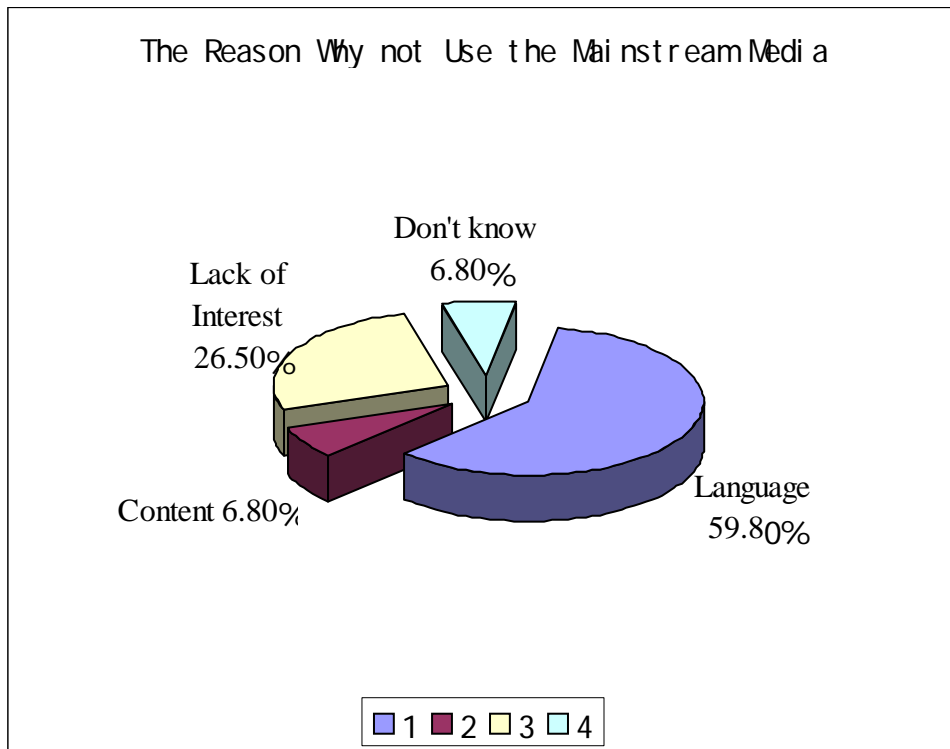


Figure four: Pie chart showing the reason why not using the mainstream media

Meanwhile, the responses to question 6 indicate how the local Chinese community evaluates how the mainstream media reports on them. It showed that 50 respondents (49%) chose the answer 3, which is “little to say.” On the other hand, 26 respondents (25.50%) indicated that they had nothing to say about that. Another 17 respondents (16.7) believed that the reports on the local Chinese community by the mainstream media were ‘fair and objective’, while only 7 people (6.8%) thought they were stereotyped. Furthermore, among the 50 respondents who chose “little to say”, 30 people (60%) also chose the answer “Language” in the question 7, which indicates that the language is the main reason for the local Chinese community chose the answer ‘Little to say’, as they have limited knowledge about how the mainstream media talk about them.

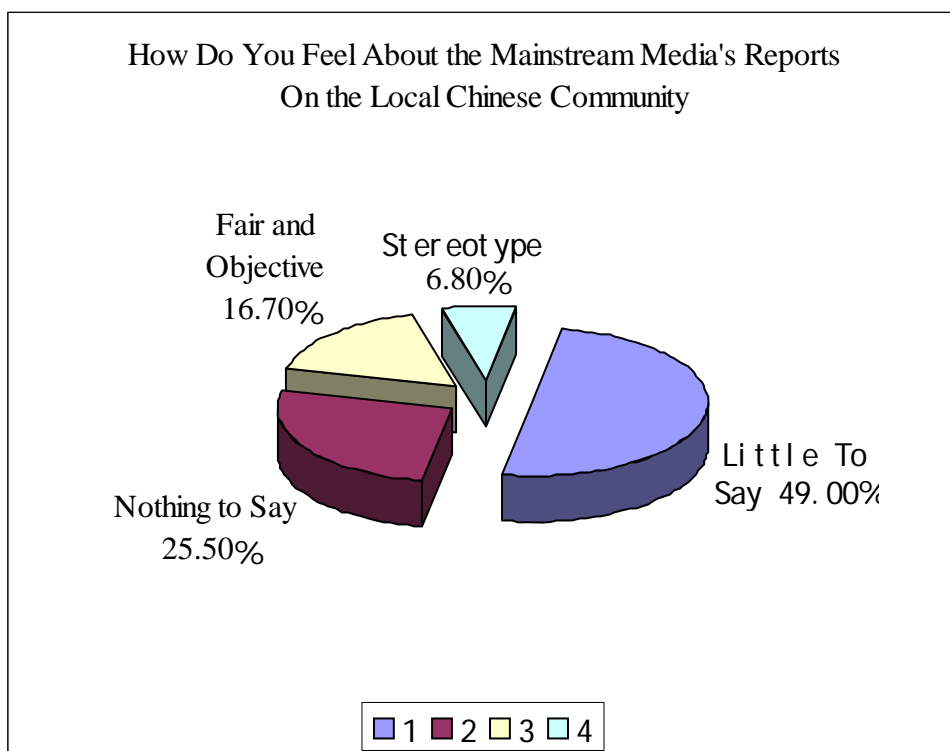


Figure five: Pie chart showing how the local Chinese community evaluates the mainstream media

For the in-depth interviews, language also becomes the main reason for the respondents to seldom use mainstream media as their source of information.

My English is OK but still insufficient to listen or read English news, so the Chinese language media is my only choice. (Interviewee F)

I tried to read some English newspapers, but sometimes I feel it too difficult to understand, especially for some cultural and background matters. In comparison, reading Chinese newspapers is more comfortable for me. (Interviewee H)

I seldom read English newspapers, therefore know little about what they say about us. (Interviewee I)

The Most Frequently Used Local Chinese Media

The local Chinese media emerged as the main tool for local Chinese residents to get in touch with the mainstream society of New Zealand as well as their home country. Regarding to the importance of local Chinese media, among these 102 interviewees, altogether 79 (77.5%) interviewees chose the answer “very important” or “Important”.

Which media is the most popular among the local Chinese community? The statistics demonstrate that local Chinese language radio programs and local Chinese language newspapers are the top two most frequently used Chinese media in the local Chinese community; both involve 26 interviewees (25.5%) who make them their first choice for the media consumption. The third highest media forms were the overseas Chinese websites, 22 respondents (21.6%) chose this answer. On the other hand, 14 interviewees (13.8%) reported that the local Chinese websites were their primary source of information. The less used Chinese media forms were satellite Chinese TV programs and local Chinese language TV programs, chosen by 8 and 4 interviewees separately. This indicates that the pay television such as World

TV is still less popular than those free media.

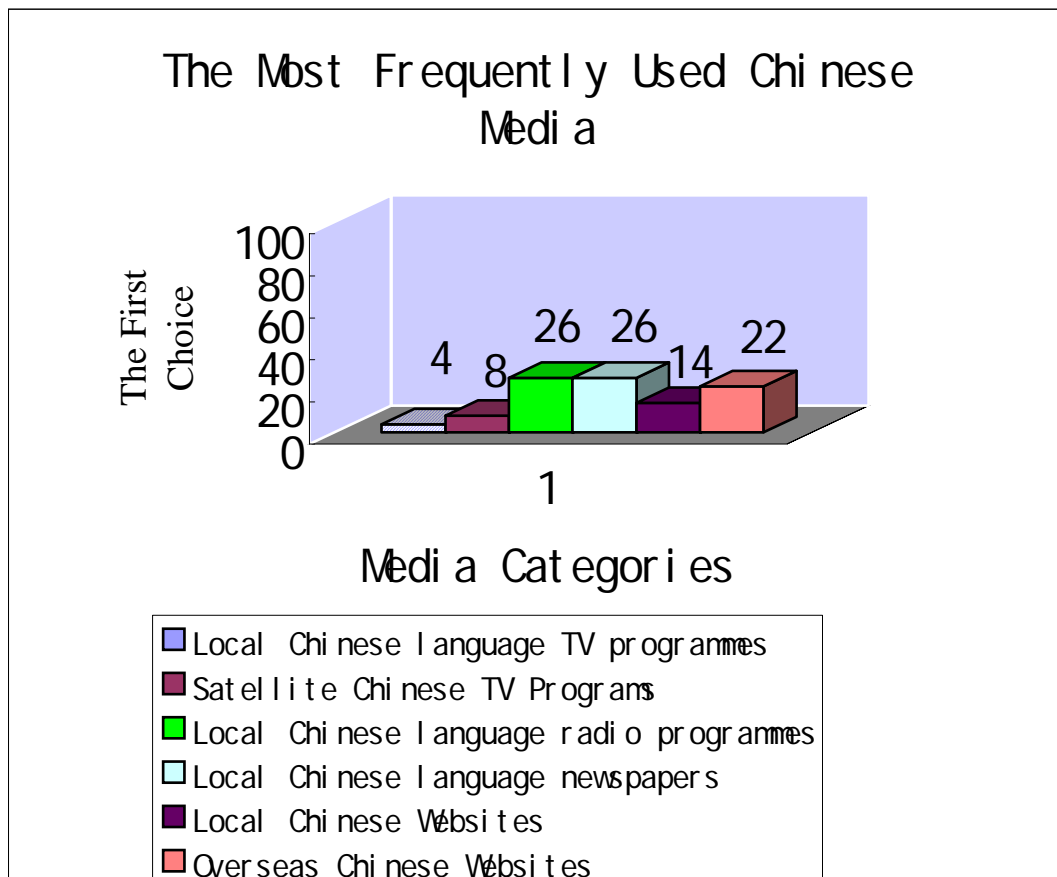


Figure six: Bar chart showing the most frequently used Chinese media.

In the in-depth interviews, the reason why people choose radio and newspaper as their favorite local Chinese language media was chiefly for its convenience.

The reason why I chose the radio as my priority among the local Chinese language media is the convenience. I just turn on the car radio when I am on the road, and they update news broadcasts every hour, which is a very convenient way for me to know what's happening in New Zealand now. (Interviewee G)

I don't know how to use Internet. However, there are lots of free Chinese

language newspapers available to pick up in every Chinese supermarket. After shopping, I just bring some newspapers back to home to read. (Interview J)

The Evaluation of Local Chinese Media

This research also includes the questions about the respondents' evaluations of the different forms of local Chinese media. The four diagrams below illustrate the results of this research, and it is very interesting. We can see that for all those media majority people chose the answer "moderate." We will discuss this response in the next chapter.

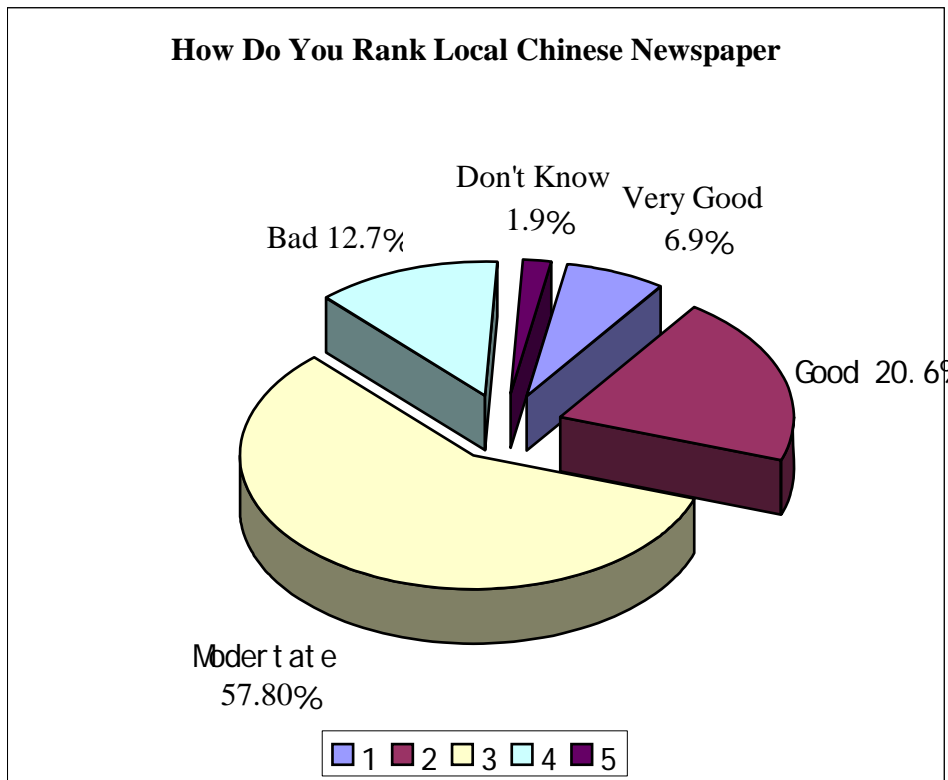


Figure seven: Pie chart showing how the local Chinese community evaluates the local Chinese newspaper.

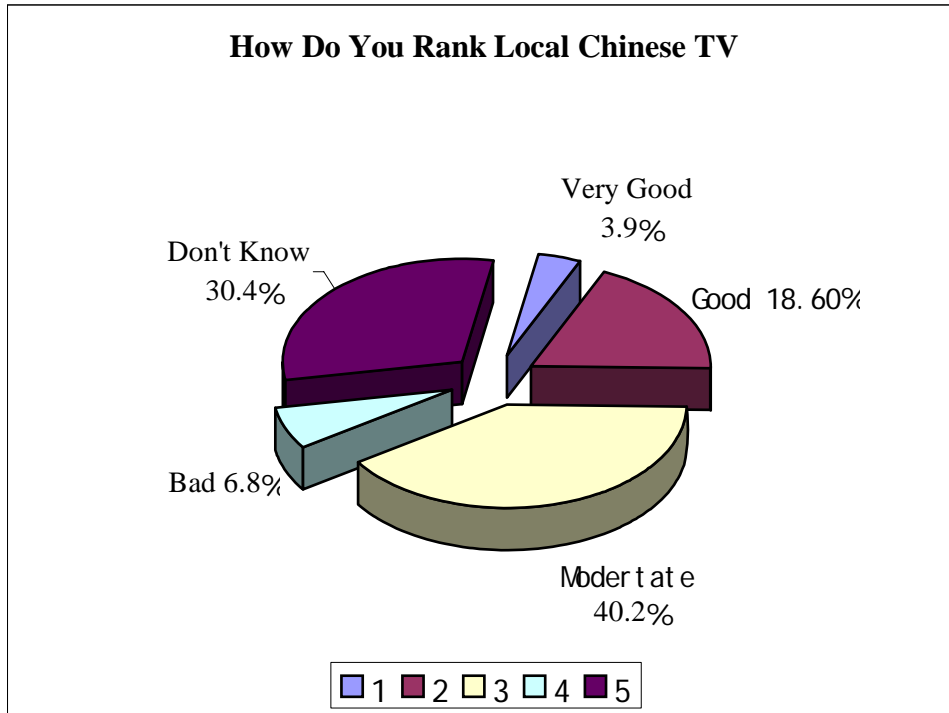


Figure eight: Pie chart showing how the local Chinese community evaluates the local Chinese TV.

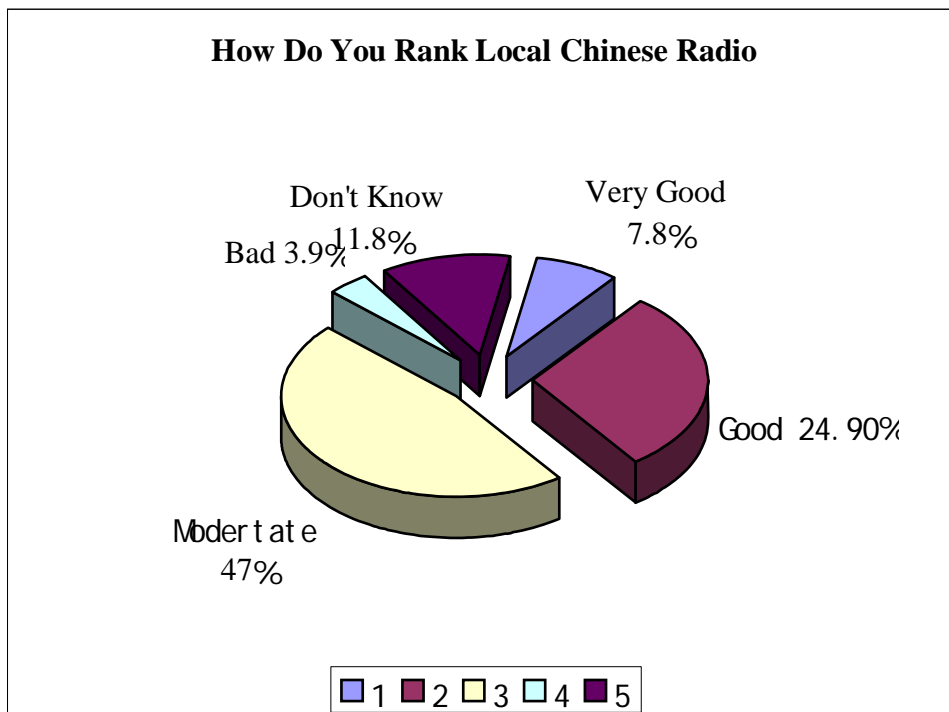


Figure nine: Pie chart showing how the local Chinese community evaluates the local Chinese radio.

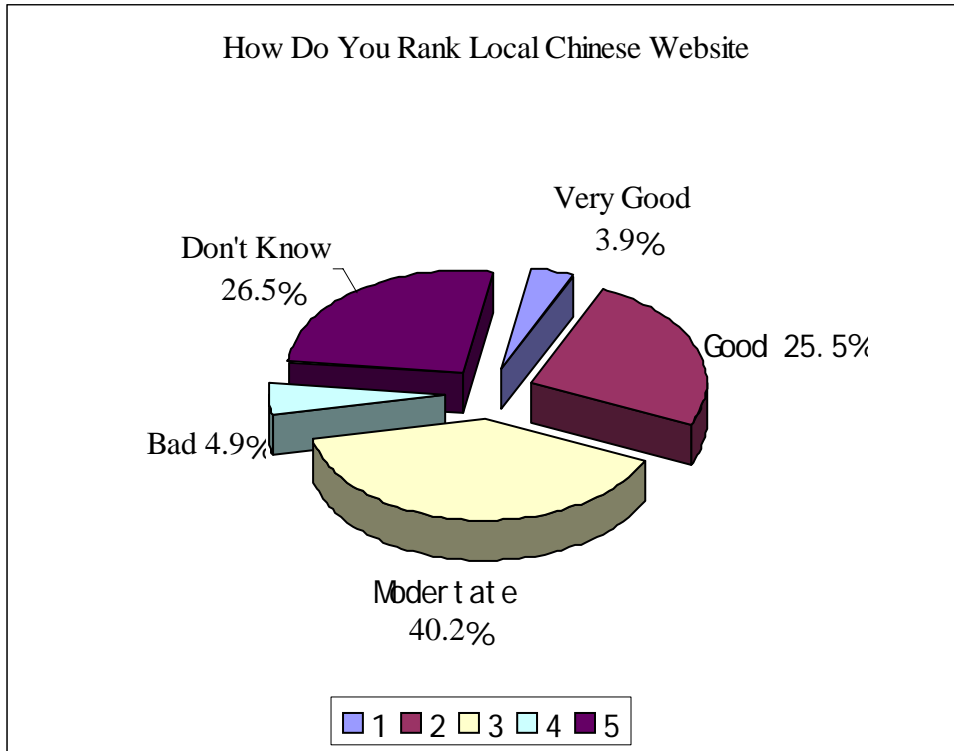


Figure ten: Pie chart showing how the local Chinese community evaluates the local Chinese websites.

Chapter Eight:

Findings

Following the questionnaire research and in-depth interviews, a number of significant findings were explored. Respondents rely on the local Chinese media to a large degree and use them as the main source of both information and entertainment. In other words, the local Chinese media not only provides information for the local community, but also has social value as a means for self-representation of the Chinese community in New Zealand and better adaptation to the mainstream society.

Each different local Chinese medium, such as newspaper, television, radio and Internet, all play important roles in providing respondents the channels to access the information from the host society as well as the homeland. However, someone could question if this kind of viewing habit may slow down the progress of integration? I would like to discuss this question later. Let see how the local Chinese media perform in the community first.

The Function of Local Chinese Language Media

Based on the research, the language barrier is the major factor for most respondents choosing to use local Chinese media. No matter whether they are older generation or the new migrants, all of them would like to utilize Chinese language media as a tool to collect daily information either from local society or their original countries.

Although I can read English, I still use the Chinese language media as my major source of information. The reason is quite simple, because reading Chinese language has already become my habit, and I feel more comfortable to do that. (Interviewee F)

Maybe because of my different cultural background, sometimes I cannot fully understand what the English media are talking about. But Chinese is my mother language, you know, it's totally different. (Interviewee G)

Although my research does not cover the statistics about the young children, some parents indicated that their children also use local Chinese media for the purpose of language study.

All of our family members are prefer Chinese language media as our main source of information, because Mandarin is our mother language. Meanwhile I encourage my kids to subscribe Chinese language media, because I believe it will be helpful for them to learn Mandarin. (Interviewee I)

When talking about the culture identity of an ethnic group, people tend to think that maintaining their language would be of basic importance, although some scholars argue that one's identity should not depend upon one's language preference in a migrant society (Chan, 1998). However, some research found that the subsequent generations of ethnic groups may have little interest in holding onto their mother language. For example, in America, survey data from *The Washington Post* shows that most second-generation Latinos are either bilingual (47%) or English-dominant (46%), while only 7% consider themselves Spanish-dominant. English gains even more ground in the third generation; 22% say they are bilingual and the remaining 78% are English-dominant. (Myers-Scotton, 2005)

There is no related study conducted in Chinese community in New Zealand. However, the researcher notices that it is very common for local Chinese parents to encourage their children to learn Chinese language, by attending local Chinese language schools or undertaking self-study. As Interviewee J mentioned, for children, learning Chinese is the most effective way to understand Chinese culture and connect with their

original country. They also could benefit a lot in the future as the Chinese economy is booming with unprecedented speed.

For language maintenance and survival to be effective a domain is needed for its own language (Myers-Scotton, 2005). But, unlike the Maori language maintenance with its radio, television and educational support which can be allocated from national resources under the treaty (Young, 1998), Chinese language maintenance faces difficulties in building up its ground. As the result of these difficulties, the language education function of the existing local Chinese media becomes more important.

On the other hand, for those who prefer English media, for some of them language study is also their main purpose.

I like to watch some English films, as well as the channels on Sky for entertainment, such as Sky sports, ESPN, National Geography and Discovery. Watching those programs could help me to improve my English to a certain degree. (Interviewee F)

As we mentioned before, the research found that the other purpose of the respondents to rely on the local Chinese media is their instinct to connect with their country of origin. Some respondents admit that the local Chinese media can provide them a kind of feeling to be at home, and help them to deal with the loneliness and isolation coming from living in a totally different environment.

I prefer the Chinese language media, because all the content in it is all familiar to me. Of course I pay attention to the local mainstream news, but that's not the source of my enjoyment. (Interviewee I)

If I like, I have Chinese newspapers to read, have Chinese radio to listen, have Chinese TV programmes to watch, and I feel that I am still in China. (Interviewee J)

The local Chinese media seems to create a family-like environment for the migrants and make them more comfortable inhabiting a foreign country where they are experiencing totally different language and cultural behaviors. Moreover, some people, especially the elderly and retired, regard the local Chinese media as a part of their daily life and cannot be deprived of it.

The Chinese language media here enables me to feel my 'roots', and I cannot imagine how could I survive in such strange and boring environment without Chinese language media to entertain me. (Interviewee I)

Beside the local Chinese residents preferring their own language media in order to pursue a kind of sense of home, most of them also care about what happens in the mainstream society as it is closer to their daily life. The local news for the New Zealand society is also indispensable to their life. Fortunately, they can have this kind of information from the local Chinese media, who can provide access to the mainstream and prevent them from feeling isolated or rootless in New Zealand.

As soon as I pick up the local Chinese newspaper, the first things I want to look at are the headlines for the local news. I think it's fairly important to understand what is happening in New Zealand, and that will be helpful to my life here. (Interviewee H)

Almost every local Chinese medium treats the New Zealand domestic news as a priority. Mr B, the CEO of a local Chinese newspaper, told me that nearly 30 to 40 percent news content of their newspaper is New Zealand local news. He believes that the quantity and quality of the local news is the measurement of the strength of a media. Meanwhile, the *World TV* produces its own-made local news. I used to be involved in producing local news programs as a news reporter, and every week I made four to five pieces of news that focused on the local Chinese community and

the mainstream society.

Once I interviewed the Prime Minister Helen Clark, who expressed her good will towards the local Chinese community in the event of celebrating Chinese New Year. I interviewed Mr. Trevor Mallard, who explained the government's policy on international students. As well I interviewed police officers, who gave advice about how to deal with theft in the community. I regularly interviewed the officers from the Ministry of Fisheries, who issued safety warnings after a local Chinese resident died when rock fishing. According to positive feedback from our audiences, these kinds of news programs are incredibly useful for them to gain information about the host society and to adapt to their new life in New Zealand.

The Dialogue Between the Audience and the News Providers

The local Chinese media perform to convey important information from the mainstream society to the ethnic group. By doing this, they try to help immigrants to integrate into the mainstream society. There are still many critical voices from the local Chinese community regarding to their performances.

Poor Quality?

Firstly, the aspect of programme that is criticized most by the public is the quality of the production. As we known, the Chinese media in New Zealand are mostly privately owned and the premier task for them is to survive in a tough competitive environment. As I mentioned before, many local Chinese media companies are not willing to hire professional journalists for the consideration of cost, along with the lack of resources and the limited size of the company. Therefore, it is truly difficult for them to have good productions which can compare with the mainstream ones.

According to the research in the Chapter 7, among the four different forms of media, the local Chinese newspaper received more criticism from the respondents than the

others, nearly 12.7% interviewees thought it was 'Bad'.

Lots of local news in local Chinese media are just copies of what is said in mainstream media, and their own high quality production is moderately limited. I am a little bit disappointed about that, but I can understand their difficult situation. (Interviewee G)

The quality of some local Chinese newspapers is really bad, I mean that my hands always get dirty after reading one. I know they want to save on printing costs, but I feel uncomfortable about it (Interviewee J)

I am very glad to see most local Chinese newspapers are free, but I am not satisfied with their quality and content. I can tell many articles are just copied from the Internet. (Interviewee F)

However, the staff from the local Chinese newspapers believe that they do not have any choices in such highly competitive surroundings, and cutting down costs becomes their priority.

It is true that we lack good articles, we lack good journalists, but the reason is quite simple, we are a small company, and we lack money for all the things above. (Mr.B)

It is not a secret that we have limited resources to use according to the small market and high competition, but we have tried our best to do improve the quality and make a difference from other newspapers. (Mr. A)

I believe that the local Chinese media are facing a kind of vicious competition, which means most of them use price as their implement for competition rather than the quality. We can see most newspapers are free

now, which is good for the readers temporarily but bad for the development of the whole industry in the long term. Actually, we don't need so many newspapers and so many advertisements. What we need are those high quality articles that could provide us the in-depth analyses of an event. (Mr. E)

He admitted that their own-made news programs still cannot meet the needs of public and require a lot of improvement due to the limitations of staff and financial support.

The Bridge Function

Secondly, the bridge function means a double direction transmission. However, what local Chinese media perform is mainly about conveying important information from mainstream society to the local Chinese community. There was less feedback return to the mainstream. Some people hope that the local Chinese media become more influential in the mainstream society.

The local Chinese media should send strong messages to the mainstream society on behalf of us, to represent Chinese as a worthy ethnic group by reporting our successful accomplishments and contributions to the host society. (Interviewee H)

However, these kind of ideas were regarded as childish by some staff in this industry. "It just seems a kind of self-entertainment," Mr. A said, "The mainstream society seldom pay attention to what is proclaimed in local Chinese media, it's difficult to arouse their interest."

The mainstream media used to contact us for some detailed information about crime cases happened in Chinese community, but that's all. (Mr. B)

Each time before an election, many politicians contact us in order to participate in our interview programs and introduce their policies to the Asian community, but most of them disappeared as soon as the election was over. (Mr. E)

From my point of view, I don't think there exists any connection between local Chinese media and mainstream society, because we are just a small group and hardly have any influence on them. (Ms. C)

Slow Down the Integration?

Last but not the least, there is an interesting debate about whether the massive local Chinese media could slow down the integration of immigrants into the host society. As we mentioned before, some scholars believe that the way in which New Zealand's new Chinese settlers use the print and electronic media may be an important indicator of their degree of integration. Obviously, if they read New Zealand local newspapers and use local English language radio and television, they will be in touch with what is happening in the wider community. Conversely, if they read only Chinese language newspapers imported from their country of origin, their viewpoints will be accordingly influenced. Thus, some people believe that encouraging the new migrants to use English media could enable them to integrate the mainstream society faster.

The English media obtain more useful news and information about the mainstream society than the local Chinese ones, as the results, the new migrants should use more English media in order to get to know the host society swiftly. (Interviewee G)

Previous research was done by Eric Cheung (2003), who interviewed 30 Taiwanese

women in Auckland, and tried to find the relationship between the media consumption patterns of new migrants and their level of settlement and integration. He concluded that although the power of mass media in these women's settlement process appears to be limited, ethnic media play a very important role in helping them to gain information about their new social environment and lifestyle.

In this research, some interviewees thought the local Chinese media was an indivisible part of their daily life which could help them to maintain their own culture and customs. On the other hand, the local Chinese media may have positive influence to the integration.

I think it is almost impossible for me to integrate into the mainstream society due to the cultural and language differences, I must rely on the Chinese language media in my daily life which could provide me a sense of 'home' in New Zealand. (Interviewee I)

I don't think there is any negative impact which local Chinese media bring to the integration issue. On the contrary, they could help us to have a better understanding about the mainstream society. (Interviewee J)

Moreover, some people indicated that local Chinese media are the foremost agent to maintain the local Chinese's own 'identity'. In other words, the reflections of the life style, food habits, reading inclinations as well as the community they socialize with by the local Chinese media allow them to feel more 'Chinese'.

Mr. E worried. If we don't take care of Chinese media from now on, there could be less Chinese media existing after 20 years. It could be a disaster for the Chinese community in New Zealand, because it's truly important for our young generation to learn to read and write Chinese, maintaining Chinese identity.

In the researcher's opinion, local Chinese media play a very important role for the local Chinese community to maintain their cultural attachment and underpin their sense of being different from the others. Although it may hold up the process of integration to a certain degree, it allows that process to occur in a more smooth, gradual and confident way.

Chapter Nine: Conclusion

This study presented a vivid picture about the current situation of local Chinese media in Auckland and how they influence the daily lives of local Chinese immigrants. The research shows how media discourse plays a crucial role in influencing people's knowledge, attitudes and ideologies, and becomes the main source of information for which people could derive their understandings about the society and the outside world. Particularly, ethnic minorities rely much more on the media to help them integrate into the local community, and present themselves socially to enable others to understand and appreciate their cultures as well.

However, in a culturally diverse society such as New Zealand, we have to face the reality that stereotypical reports on minority groups still exist in the mainstream media. After analyzing some mainstream print media in New Zealand such as *New Zealand Herald*, *Sunday Star Times*, *Dominion Post* and *Shore News* from 2002 to 2005, I found that there were significant numbers of stereotypical depictions of Asian immigrants, such as bad drivers, international students' crimes, and even an 'Asian invasion'. Surprisingly, the local Chinese community shows little awareness of these mainstream media reports because only a few use the mainstream media as their main source of information. This is due to language problems with English.

On the other hand, the demand for local minority media is increasing sharply paralleling the fast growth of immigration numbers. According to the survey results of 102 local Chinese migrants on their own media consumption experiences, the local Chinese media plays a very important role in their daily lives and can help them connect with their original countries or integrate into the mainstream society or do both. In the research, most respondents reported that they relied on the local Chinese media from which they could obtain information from home, the host society as well as around the world, more easily. Thus it provides a sense of

belonging to the Chinese community as a whole and as a part of New Zealand society.

In the local Chinese community, it is a positive development to see that several different forms of media exist today which provide useful information for the local Chinese community. However, as the result of the problem of meeting the costs in a relatively small market and intense competition, the production of local Chinese media still cannot meet the overall needs of the public. Without government subsidies, most local Chinese media run as small companies trying to make a living as commercial entities, which forces them to sacrifice the audience's expectation for a high standard of service.

As the result, the study revealed that some complaints by the local Chinese media consumers related to the poor quality of the production. They said that some newspapers were just like an 'advertisement brochure', lacking good content and sufficient information, and the printing quality was also very poor. Comments about the local television programmes showed that they would like to see more locally made productions which are closely related to their daily life in New Zealand.

Indeed, the expectations of the audience are crucial to the future development of local Chinese media. The research indicated that they are not only expected to convey the main news and information from the country of origin, but also broadcast more relevant local items which enable Chinese immigrants to settle down and adapt to a new life in New Zealand. Significantly, the survey showed that nearly 40% interviewees pointed out that the most interesting news for them was the local news for mainstream society.

In addition, the in-depth interviews illustrated that the local Chinese media were expected to play a function as a megaphone, trying to amplify any possible influences to the wider society and enable the voices of minority groups to be heard

accordingly. Because what the local Chinese media currently perform is mainly about transmitting important information from mainstream society to the local Chinese community, and there is less feedback returned to the mainstream. This lack of reciprocity is a problem.

But there is still a long road in front of us. It is a continued process of negotiation between different cultures for the immigrants when they try to adapt to the host society as well as maintain their original culture.

In conclusion, this study verified the predominant function of the local Chinese media in local Chinese community, and it should become a part of policymakers' considerations relating to the future plans for media, as a part of strategy to provide a service to help migrants link positively with the wider community. Any extra subsidies to the local Chinese media should assist their settlement and development in New Zealand.

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Appendices:

Summary of Interview with Staff Who are working at Local Chinese Media Industry

Mr. A: 8 Sep 2006, a staff in a local Chinese Newspaper

Q: How long have you been in local Chinese Media industry? And how do you like the current job?

A: I involved in this industry about two years ago. At that time, I just immigrated to New Zealand together with my family. I used to be a senior editor in a newspaper in China, and have lots of useful experiences about media industry. The boss of this newspaper is one of my friends and invited me to join his company. I accepted his hospitality in order to have something to do to kill the time here. I am pretty happy with the current job. We have a good team cooperating very well.

Q: Comparing your working experiences in China, what's the difference here?

A: As we know, New Zealand is a small country; the total population of whole country is only one third of that in Beijing city. The population of local Chinese community is much smaller. As the result, we must try our best in order to survive in this relative small market. Also my must face the fact that the high competition in this industry, especially for the newspaper.

Q: How do you evaluate the competition among the local Chinese newspapers?

A: Frankly speaking, there are too many Chinese newspapers in the market now, and everyone lives a poor life due to the tough competition and low profit. Some newspapers we must call it 'the advertisement brochure' as its only content is advertisement. For us, we have to employ many volunteers to work as journalists

and editors to keep our cost down. Although some of them are really good, but still cannot compare with the professional ones. In my opinion, we don't need so many newspapers, we need only a few high quality newspapers, already meet the needs of the local market.

Q: So what are your particular ways in order to win the competition?

A: There are two ways for us to survive in this market, one is increasing the revenue from the advertisement, and the other is saving cost. I think those two factors are equally important to all other newspapers. You know, all the newspapers in local Chinese market are free of charge. I don't think the same thing happens in other countries. I have been to Australia and United States, and didn't see so many free newspapers there. I think it's a special feature of New Zealand Chinese community.

Q: Some readers from the local Chinese community complain the quality of local Chinese newspaper, what are your answers to them?

A: It's not a secret that we have limited resources to use according to the small market and high competition, but we have tried our best to do improve the quality and make a difference from other newspapers. All the working staff we employed is full of experiences in media industry. We have several editors who are in charge of different columns, and they must take responsibility to control the quality of the content.

Q: What's your view regarding to the relationships between the local and mainstream media?

A: According to my opinion, they are two different things. For the local Chinese media, it just seems a kind of self-entertainment. The mainstream society seldom

pay attention to what proclaimed in local Chinese media, it's difficult to arise their interests. I think another main reason is language. For most immigrations here, their English is OK, but for most Kiwi, they don't understand Chinese at all.

Q: What do you think the government role should be regarding to the ethnic minority group media?

A: As a small company of ethnic minority group, the existence of our business is highly influenced by the big environment, such as the immigration policy. For example, if the immigration policy tied up again and fewer migrants come here, I believe that some local Chinese newspaper will be closed very soon. But it's highly admitted that local Chinese media are very important for the community, the government should pay much attention and provide necessary support to us.

Mr. B: 10 Nov 2006, a staff in a local Chinese Newspaper

Q: What's your experience in local Chinese media?

A: I graduated from Auckland University and my major is media studies. However, it's very difficult for me to find a job in mainstream media mainly because of my language ability. As the result, the local Chinese media become my only choice. I used to working as news reporter and changed jobs twice. Now I am working as a news editor in this newspaper. I am quite happy for this position because that's exactly the job I wanted, because I have more freedom to add my opinions into the development of our newspaper.

Q: What's your opinion about the current situation for the local Chinese newspaper?

A: The current situation of local Chinese newspaper is over supplied, and we don't need so many newspapers. The strong competition nowadays could cause some newspapers disappear sooner or later, and hopefully the newspaper with high standard quality could remain to perform their responsibility properly.

Q: What do you mean the high standard quality?

A: The high standard quality mainly comes from the content. For the local Chinese media, I believe that the quantity and quality of the local news are the measurements of the behavior of a media. Generally our newspaper contains 40-50% of local news that made by ourselves. However, so far as I know many other newspapers just copy and translate the news from the Internet. On the other hand, if you want to make good news, you must have professional journalist.

Q: As yourself used to be a journalist, could you explain what's good journalist in Ethnic minority group media should be?

A: I think good journalists should not only have good language ability but also a deep understanding for the mainstream society. They should be equipped with the ability to interpret and explain what happened in the mainstream society and analyze the internal relationship with our own community, and in the process to provide real enlightenment and help readers to understand it. Unfortunately we are lacking of this kind of journalists, the main reason is that we are short of money to hire them.

Q: So money is the main difficulty you are dealing with?

A: I believe that the difficulty that every unit in this industry are dealing with. I heard many complain for the quality of the newspaper. It's true that we are lack of good articles, we are lack of good journalists, but the reason is quite simple, we are a small company, and we are lack of money for all the things above. However, we had tried our best to do the job well, and you can see the quality of our newspaper improved a lot, and I have great confidence for the future.

Q: Do you have any contact with the mainstream media?

A: The mainstream media used to contact us for some detail information about crime cases happened in Chinese community, but that's all

Q: What are your views or suggestions for the future development of local Chinese media?

A: Of course I hope local Chinese media could have a good development and meet the needs of the local Chinese community. However, I don't think the high

competition nowadays is good for the development. I believe that all the participants should set up some regulations in order to the fair play. We don't need those price competitions that only could sacrifice the quality of our products.

Ms. C: 8 December 2006, a staff in local Chinese radio

Q: I heard you are a senior staff in local Chinese radio, are you?

A: You can say that. I worked for AM990 seven years ago. Three years ago I came to AM936 when it firstly set up, and now I became one of the senior staff in this sole Chinese radio in New Zealand.

Q: There are many different audiences in local Chinese community. What's your idea about the diversity of your programs?

A: Yes, you are right. The New Zealand Chinese community consists of migrants and their descendants from Mainland China, Hong Kong, Taiwan, and South-East Asian counties. There are a lot of differences among themselves. Moreover, Chinese are divided into new migrants and the 'old settlers', those who have settled in New Zealand for several generations. There are people with different religions and there are people educated under different education systems. As the results, our productions try to be more various and meet their different needs.

Q: Can you give me some examples?

A: In detail, in addition to the up-to-date local news, market trends, community activities, food and music programs, we also broadcasts a mix of *Voice of American, China Central Radio, and Taiwan UFO Radio*.

Q: Unlike the newspapers, it seems there is no competitors in the current market, how do you feel about that?

A: Although there is no any other competitor in this field, the quality of the programs

couldn't be ignored in order to further development. You know, the quality of the programs is the key point for us to survive in this relative small market, and we have produced many high quality programs, such as our hourly news program, which contains the news from local society, Mainland China, Taiwan, Hong Kong and International. And our news program updates every four hours. Also we have call-in programs, which allow listeners to interact with our radio announcers and share their opinions about the every aspects in their daily life.”

Q: It seems you don't have too much pressure about the financial problems, do you?

A: We are quite lucky to be operated by the same company that owns *World TV*, the sole Asian Television Station in New Zealand. I am happy to see that we are not facing serious financial problem currently and we can buy different radio programs from Mainland China, Taiwan and Hong Kong. On the other hand, we have many professional radio announcers who are beloved by our listeners. Those are the advantages for our future development.

Q: Do you think is there any connection existing between your radio and mainstream radio?

A: From my point of view, I don't think there exists any connection between local Chinese media and mainstream society, because we are just a small group and hardly have any influence on them.

Mr. D: 24 November 2006, a staff in an Chinese website company

Q: Why did you choose Internet as your career?

A: It comes naturally. My friends and I built up this website four years ago, at that time we were international students. And the main purpose for this website is quite simple at the beginning, mainly using as a platform for the international students to communicate and make more friends. However, the number of people visiting our website increases in an unbelievable speed, and we think it could be a good opportunity for us to run a business.

Q: Do you have any ideas how many local Chinese language websites in New Zealand?

A: Not sure. I know there are about 5 to 6 local Chinese language websites that are often visited by the local Chinese community. But I must to say that we are the best among them. Everyday there are roughly about 70 thousands visitors look through our website, and now we are ranking the 58 in the whole New Zealand..

Q: What are the advantages for your website?

A: Our advantage is the content. When you visit our website, you can see over 10 columns, such as New Zealand News, International News, Hot Topics, Money and Investment, Education, Entertainment, Lady and Fashion, Travel, Food Gallery, Auto Market and Free Ad. Moreover, in our website forum there are over 60 columns and owns more than 76 thousands registered members. You don't need to go to other website if you want to find something regarding to the local Chinese community, our website can fully satisfy you.”

Q: In my mind young people accept the Internet more easily than the elder. Do you have any idea about this?

A: You are right. According to our survey, nearly 78% of our views are under age 32, which means we are a kind of dawn industry and full of energy. On the other hand, I am happy to see more and more elder people begin to learn how to use Internet. I believe this era is belonging to Internet, and people could enjoy a lot due to its fast access and limitless information. And also I believe that the Internet and website will take the place of traditional media such as newspaper or television sooner or later.

Q: What's the major problem for your development?

A: The financial problem is still the principal issue we are facing with. Because the Internet business is still in the early stage in the local Chinese community here, it's need some time for the local businessman to appreciate its value. But the figure of our members as well as the potential viewers could specify how big the market it is. More and more staff joined our team now and our profit from the advertisement increases every year. Consequently, I am quite confident that my business will become bigger and bigger.

Q: How do you think about the bridge function of local Chinese media?

A: I believe that local Chinese media play a very important role in the local Chinese community. In our website, everyday many people express their opinions regarding to some hot topics about the local Chinese community, and I think it's good for the communication among our community. Hopefully our voices can be heard by the wider societies as well.

Mr. E: 12 December 2006, a staff in local Chinese TV

Q: I know you are a senior newsman in this industry; could you have a brief introduction about yourself?

A: I have been in this industry since 1989, and see too many things happened in the local Chinese media industry, and I think I am qualified to express my opinions about the situation of this industry.

Q: There are many forms media existing in the market now, do you think is that a good thing or a bad thing.

A: Unfortunately I regard it as a bad thing. I believe that the local Chinese media are facing a kind of vicious competition, which means most of them use the price as their implements for competition rather than the quality. We can see most newspapers are free now, which is good for the readers temporarily but bad for the development of the whole industry in a long term.

Q: Can you explain why there are so many Chinese media in the market now?

A: I saw many Chinese language media set up while many closed down in the past 10 years. Some people establish the media companies only for short-term purposes, some for the requirements of investment immigration, some for the promotion of other business. Actually, we don't need so many newspapers and so many advertisements. What we need are those high quality articles that could provide us the in-depth analyses of the event.

Q: What's your view about the quality of the local Chinese media.

A: Frankly speaking, the quality of local Chinese media cannot meet the needs of public, mainly because of the limitation of professional staff and financial support. Moreover, this problem cannot be solved in a short term.

Q: How do you evaluate the performance of the local Chinese media regarding the function of bridge?

A: I only can say that they have some influences in a certain degree to help the new immigrations to understand the wider societies, but they still need a lot of improvements. We need more local news for both Chinese community and mainstream society.

Q: Do you think the mainstream society would care about the voice of local Chinese media?

A: Not really. Each time before election, many politicians contact us in order to participate our interview program and talking about their policies on Asian community, but most of them disappeared as soon as the election finished.

Q: What's your forecast about the situation of local Chinese media in the next ten years?

A: In my opinion, the amount of the local Chinese media will not increase in the next few years. On the contrary, there will be more local Chinese media closed as the result of high competition. But, I think both government and local Chinese community should find some way to support the local Chinese media. If we don't take care Chinese media from then on, there could be less Chinese media subsist after 20 years. It could be a disaster for the Chinese community in New Zealand, because it's truly important for our young generation to learn reading and writing Chinese.

Summary of Interview with local Chinese residents about their views on the Local Chinese Media Industry

Interview F: 10 December 2006, 22 years old, Female, Student

Q: What kinds of news do you usually care about? Why?

A: I care about all kinds of news, such the local news of New Zealand, the news about China and the international news. Basically, I read local news a lot. The reason why I focus on the local News for mainstream society is quite simple, just because now I am living in New Zealand and I want to know what happens around us, and what will influence my life here. However, I was born and grew up in China, sometimes it's difficult for me understand the affairs here. The development of my original country dose has a special meaning for me. Meanwhile, I still have many relatives in China, and I want to know what happens around them.

Q: Do you often use local Chinese media or English media to access the news information?

A: My English is OK but still insufficient to listen or read English news, so the Chinese language media is my only choice.

Q: So that means the language problem prohibited you from using English media.

A: In some degree. Although I can read English, I still use the Chinese language media as my major source of information. The reason is quite simple, just because reading Chinese language has already become my habit, and I feel more comfortable to do that.

Q: So you don't use English media at all?

A: Not really. I like to watch some English films, as well as the channels on Sky for entertainment, such as Sky sports, ESPN, National Geography and Discovery. Watching those programs could help me to improve my English in a certain degree.

Q: What kind of media do you use often?

A: Internet is my first choice. Actually, Internet has already become a part of my life. Everyday I use Internet to read news, check e-mails, chat with my friends, and play games. I cannot imagine how I could survive without Internet.

Q: How do you evaluate the local Chinese media?

A: I think some local Chinese websites are pretty good. You can find all kinds of information there. Meanwhile, I am very glad to see most local Chinese newspapers are free, but not satisfied about their quality and content. I can tell many articles were just copied from Internet.

Q: How do you evaluate the bridge function of local Chinese media?

A: I am quite sure how did they perform. On the other hand, I know there are lots of negative news reports about the behaviors of Chinese international students. I believe that only a small number, and most international students as I know are pretty good. I wonder if local Chinese media can do something to let the mainstream society to realize the facts.

Interview G: 16 December 2006, 34 years old, male, Engineer

Q: What's kind of news are you interested most?

A: The local news for the mainstream society. For example, cultural tradition, the knowledge of daily life, government policies and laws are the things I concerned about. I am rather happy to see I can have almost all the information from the local Chinese media.

Q: You told me you are working in a kiwi company and your English is very good. So do you use English media quite often?

A: Yes. I read New Zealand Herald in the office and watch some English news programs at home. The English media obtain more useful news and information about the mainstream society than the local Chinese ones, as the results, the news migrants should use more English media in order to get to know the host society swiftly

Q: How about the local Chinese media, do you use them?

A: Of course, I use local Chinese media as well. Maybe because of different cultural and background, sometimes I cannot fully understand what are the English media talking about. But Chinese is my mother language, you know, it's totally different.

Q: Which local Chinese media are your favorite media?

A: I think both radio and Internet have the advantage to update the news quickly, and they are the main source for me to receive the information about the mainstream media as the result. And the local Chinese newspaper and television could not

provide this kind of service at this moment. Meanwhile, the reason why I chose the radio as my priority among the local Chinese language media is the convenience. I just turn on the radio when I am on the road, and they have update news broadcasts every hour, which is very convenient for me to know what's happening in New Zealand now.

Q: How do you evaluate the local Chinese media?

A: Lots of local news in local Chinese media was just the copies of what had said in mainstream media, and their own high quality production are moderately limited. I am a little bit disappointed about that, but I can understand their hard situations.

Interview H: 17 December 2006, 44 years old, male, Manager

Q: Could you tell me what kinds of news do you usually care about? Why?

A: Mostly I care about the local news. Although we are an ethnic minority group in New Zealand, we should not separate us from the mainstream society. On the other hand, we should treat us as a member of the wider society and try to involve into it. As the results, the local news for mainstream society as well as the news for the local Chinese community is fairly important for me.

Q: Which media do you use to access local news information?

A: I tried to read some English newspapers, but sometime I feel it too difficult to understand, especially for some cultural and background matters. Comparably reading Chinese newspaper is more comfortable for me.

Q: So you often use local Chinese newspapers, do you?

A: Yes, I use local Chinese newspaper quite often, as well as the Internet. As you know, most Chinese newspapers are free and very easy to pick up in the Chinese shops. As soon as I pick up the local Chinese newspaper, the first thing I want to look it's the headlines for the local news. I think it's fairly important to understand what happened in New Zealand, and that will be helpful to my life here

Q: How do you feel about the mainstream media's reports on the local Chinese community?

A: Sorry I have no ideas. As you know, the news about the local Chinese community

is very limited in the mainstream media.

Q: How do you think the function of the local Chinese media?

A: I think they should perform as a bridge. The local Chinese media should introduce the local Chinese community some useful information about the mainstream society. On the other hand, the local Chinese media should send strong messages to the mainstream society on behalf of us, to represent Chinese as a worthy ethnic group by reporting our successful accomplishments and contributions to the host society.

Interview I: 18 December 2006, 50 years old, male, Investment migrant

Q: What kind of news do you most interest?

A: I am interested about the news of China. It's already becomes a habit for me to look through the news about the China in the Internet everyday. I believe it's good methods for me to keep my own cultural and roots.

Q: Could you tell me how do you think about the local news for mainstream society?

A: I don't think they are very important in my life. I think it's almost impossible for me to integrate into the mainstream society due to the cultural and language differences, I must rely on the Chinese language media in my daily life which could provide me a sense of 'home' in New Zealand..

Q: Do you have any idea about the mainstream media's report on the local Chinese community?

A: I seldom read English newspapers; therefore know little about what do they say about us.

Q: So you prefer Chinese language media as the main source of information, right?

A: That's right. I prefer the Chinese language media, because all the contents in it are all familiar to me. Of course I pay attention to the local mainstream news, but that's not the source of my enjoyment. Besides me, all of our family members are prefer Chinese language media as our main source of information, because Mandarin is our mother language. Meanwhile I encourage my kids to subscribe Chinese language media, because I believe it will be helpful for them to learn Mandarin.

Interview J: 20 December 2006, 60 years old, female, Retired

Q: What kind of news do you like best.

A: Frankly speaking, I like all kinds of news. I am retired now and my English is not good, I must rely on the Chinese language media to get to touch the outside world. Comparatively, I care more about the news of China. For example, I am particularly concern the news about the 2008 Olympic Games which will be held in Beijing. I think China can be benefit a lot through such big event. On the other hand, it means that China is becoming more and more stronger, and I am very proud of it as a overseas Chinese.

Q: What kind of local Chinese media do you often use?

A: I don't know how to use Internet. However, there are lots of free Chinese language newspapers available to pick up in every Chinese supermarket. After shopping, I just bring some newspapers back to home to read. Also I watch the TV3 news that transmits in *World TV* with Chinese subtitle every night. In this way, I can understand what happened in New Zealand, and that will be helpful to my life here. I like the call-in program in AM936 every afternoon. In this column, everyone can share their own views about the recent news of the mainstream community, and discuss how it could be influence to our daily life. The host of this program is a senior news editor and had been in New Zealand for over 20 years. He is so knowledgeable that could help us a lot.

Q: How do you like the local Chinese media?

A: I think there are more local Chinese media than before. If I like, I have Chinese newspaper to read, have Chinese radio to listen, have Chinese TV programs to

watch, and I felt that I was still in China. However, The qualities of some local Chinese newspapers are really bad, I mean that my hands are always got dirty after reading it. I know they want to save printing cost, but I feel uncomfortable about it.

Q: Do you think relying on the local Chinese media could interfere the integration to the wider societies?

A: I don't think there are any negative impacts that local Chinese media bring to the integration issue, on the contrary, they could help us to have a better understanding about the mainstream society.

Local Chinese Media Consumption Survey Form 2006

Please circle the appropriate number or word for the right answer

1. You are: A. Male B. Female

2. (i) Your age is: A. 18-25 years old B. 26-35 years old C. 36-45 years old E.
46-55 years old F. Over 55 years old

(ii) Your Education Level: A. Never been to school B. Primary school graduate
C. High school graduate D. Tertiary level (after school) certificate E.
Tertiary level (after school) Diploma F. University
Bachelor Degree G. University Post-graduate degree H. Others,
please specify

(iii) Your Average Income Per Year: A. Under \$10,000 B. \$10,000—\$30,000
C. \$30,000—\$50,000 D. \$50,000—\$100,000 E. over \$100,000

3. How many years have you been living NZ?

A. Under 3 years B. 3-5 years C. 6-10 years D. Over 10 years
E. Born in NZ

4. What kind of news interests you? Please rank the following answers (e.g. put 1 beside the type of media that is your main source, put 2 beside your next main source, and so on. If you do not use a media, do not put a number beside the answer).

A. Local news for mainstream society
B. Local news for the Chinese community
C. News about China, Taiwan and/or Hong Kong
D. Other international news

5. Which media is your main source of information about NZ and what is happening in NZ? Please rank the following answers (e.g. put 1 beside the type of media that is your main source, put 2 beside your next main source, and so on. If you do not use a media, do not put a number beside the answer).

- A. English language TV programmes
- B. English language radio programmes
- C. English language newspapers
- D. Local Chinese language TV programmes
- E. Local Chinese language radio programmes
- F. Local Chinese language newspapers
- G. Internet in English
- H. Internet in Chinese Language

Please give reasons why you choose this type of media:

6. How do you feel the mainstream media reports for the local Chinese community?

- A. Fair and Objective B. Stereotyped C. Little to say D. Nothing

to say

7. If you don't access the mainstream media, the reasons are because of :

- A. Language B. Content C. lack of interest D. Don't know

8. What kind of Chinese media do you access frequently? (e.g. put 1 beside the type of media that is your main source, put 2 beside your next main source, and so on. If you do not use a media, do not put a number beside the answer).

- A. Local Chinese language TV programmes
- B. Satellite Chinese TV Programs
- C. Local Chinese language radio programmes
- D. Local Chinese language newspapers
- E. Local Chinese Websites
- F. Overseas Chinese Websites

Please give reasons why you choose this type of media:

9. What do you think of the role of local Chinese Media?

A. Very Important B. important C. Not important at all D. Don't know

10. Do you think the current local Chinese Media can meet your needs?

A. Well B. OK C. Not Enough D. Don't know

11. How do you rank local Chinese Newspapers?

A. Very Good B. Good C. Moderate D. Bad E. Don't know

12. How do you rank local Chinese TV?

A. Very Good B. Good C. Moderate D. Bad E. Don't know

13. How do you rank local Chinese Radio?

A. Very Good B. Good C. Moderate D. Bad E. Don't know

14. How do you rank the local Chinese Website?

A. Very Good B. Good C. Moderate D. Bad E. Don't know

Also the researcher requires a small number of participants to take part in follow up interviews, to find out more about your media consumption. This is voluntary. Answering this questionnaire does not mean that you have to attend the face-to-face follow up interview.

If you are interested in attending an interview, please contact the researcher:

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