‘Don’t call me European - I’ve never been to Europe!’: Identity politics in post-colonial New Zealand.

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11. Which ethnic group do you belong to?
Mark the space or spaces which apply to you.
- New Zealand European
- Māori
- Samoan
- Cook Island Maori
- Tongan
- Niuean
- Chinese
- Indian
- Other such as DUTCH, JAPANESE, TOKELAUAN. Please state:


Ethnic Group as a Percentage of the Total Population (1)
2001 and 2006 Censuses

<table>
<thead>
<tr>
<th>Ethnic Group</th>
<th>2001</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>European</td>
<td>79.9</td>
<td>58.9</td>
</tr>
<tr>
<td>Māori</td>
<td>13.6</td>
<td>11.5</td>
</tr>
<tr>
<td>Asian</td>
<td>2.6</td>
<td>4.0</td>
</tr>
<tr>
<td>Pacific peoples</td>
<td>2.6</td>
<td>2.0</td>
</tr>
<tr>
<td>Other (including New Zealander)</td>
<td>0.4</td>
<td>3.0</td>
</tr>
</tbody>
</table>
Discourse Historical Approach CDA

- 1. content, topics and themes of a particular discourse;
- 2. discursive strategies employed by producers of texts to express discourse eg argumentation (topoi);
- 3. linguistic analysis;
- 4. contextualises the discourse historically, culturally, socially and politically.

• (Wodak, 2001)
Now, there are undoubtedly some people in this new ascendant minority group who are not just white people who don’t like to be called ‘Pakeha’ or ‘European’. But... you can see it right? How the dip from the ‘European’ category on the left appears to tetris itself rather exactly into the ‘New Zealander’ category on the far right? The more you look at it, the funnier it gets.
Argumentation strategy – topoi*

Discourse of resistance to ‘Nzer’ as an ethnic category
• (topos of racism)

Discourse of legitimacy for ‘Nzer’ to be an ethnic category–
  (topos of denial of racism incl. irrelevancy of ‘European’)

*topoi (singular:topos) – “the content-related warrants... or ‘conclusion rules’ which connect the argument or arguments with a conclusion, a claim.”

(Wodak et al., 1999, p. 34)
These commenters believed that people identifying ethnically as ‘New Zealander’ were:

- exclusionary
- demonstrated subtle racism (i.e., hidden rather than overt racism)
- indicative of ongoing colonialism
  - maintaining superiority of white people
  - ‘soft bigots’, ‘privileged’, ‘white NZers’
Discourse of legitimacy of NZer – Topos of denial of racism

‘I really have a hard time concluding that I am racist or that it is racist to put “New Zealander" on my census form because I am white...’

‘... “New Zealander" on the other hand is also non specific on skin colour, ancestry ... not divisive’

(34ZM)
I was one of those people who wondered why it was suggested that I call myself a "European" when I'd never been to Europe, and since my passport said I was a New Zealander, didn't that make me a New Zealander?
Temporal distancing

• ‘How many Kiwi's who are probably 5th - 6th generation NZer still insist they are 'Europeans'? It's nonsense. It is such a leftover of insecure Victorian NZ...’ (25XM)

• ‘I can hardly put European as the male line of the family left there in the 1570s ...’ (33ZM)
Temporal distancing between NZ Europeans and immigrants

• ‘One of the obvious reasons why it's more of a 'white' thing to say you are a NZer is that Europeans have come to NZ a fair while ago now. Other 'ethnic groups' have arrived in more recent times ie. 1950s onwards with many only arriving in the last 2 decades.’

• (34ZM)
• ‘I’m not sure if people are saying they feel no connection to their European ancestry, just they feel more ‘New Zealand’ than a vague term like ‘European’. I can only really speak for myself though.’

• (16PFZ)
Why this response?  (Pearson, 2008)

- the demise of the British Empire ...[and]  the rise of a neo-Europe,
- increasing racial and ethnic diversity and
- burgeoning regional, indigenous, and religious nationalisms,
- plus globalization
- radical economic and political responses to the insecurities of a new world order
• Examining the context of:
  - dominant historical narrative of national identity (Pearson, 2008)
  - Anglo settler guilt over treatment of Maori (Belich, 2009)
  - threats to dominant majority identity in NZ because of superdiversity (Vertovec, 2006)
  - global response to multiculturalism (Murphy, 2007)
Reflection

- Conscious or unconscious racism?
  - (Wetherell and Potter, 1992)
‘ Debate about the meaning of a nation’s past, about the nature of commitments involved in membership of a nation, and about the criteria of membership, are all part of a healthy national culture.’

• (Poole, 2003, p278)
References:

• Belich, J. (2009).


One of the most distinctive features of contemporary New Zealand is our increasingly diverse population. As New Zealand moves forward, we must address needs across a range of communities and ethnicities. Social solidarity will be critical to our country’s success. My government will continue to promote tolerance and understanding between all those who make up our nation.

Helen Clark (2005)
Speech from the Throne
<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2001</th>
<th>2013</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>European</td>
<td>67.6031</td>
<td>74.0238</td>
<td>13.7877</td>
</tr>
<tr>
<td>Maori</td>
<td>14.6451</td>
<td>14.9225</td>
<td>5.8862</td>
</tr>
<tr>
<td>Pacific Peoples</td>
<td>6.8902</td>
<td>7.3776</td>
<td>11.2680</td>
</tr>
<tr>
<td>Asian</td>
<td>9.1849</td>
<td>11.7593</td>
<td>33.0442</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>.9001</td>
<td>1.1706</td>
<td>35.1407</td>
</tr>
<tr>
<td>New Zealander</td>
<td>11.1246</td>
<td>1.6446</td>
<td>-84.6370</td>
</tr>
<tr>
<td>Other Ethnicity nec</td>
<td>.0387</td>
<td>.0446</td>
<td>19.6787</td>
</tr>
</tbody>
</table>
Ethnic group % in NZ 1991-2006

The chart shows the percentage distribution of different ethnic groups in New Zealand from 1991 to 2006. The groups are European, Maori, Pasifika, Asian, and Other. The bars represent the percentages in each year:

- European
- Maori
- Pasifika
- Asian
- Other