

Chinese diaspora and their media in New Zealand (1)

The role of Chinese ethnic media in response to mainstream media's
portrayals of Chinese diaspora in New Zealand

20-22 February 2018

The University of Otago

Yu Olivia Yao & Elena Kolesova

Table of Contents

- Introduction
- The comparison of two cases in the *Herald* and SkyKiwi.com
- The role of Chinese ethnic media in response to mainstream media's portrayals of Chinese diaspora in New Zealand
- Conclusion

Introduction

After the 1987 Immigration Act



Introduction



Bind them together

Affecting the other's impression of their community

Introduction

Two cases

The Len Brown and Bevan Chuang Affair in 2013

The Chinese tourists dining at the charity lunch in 2012

Two media outlets

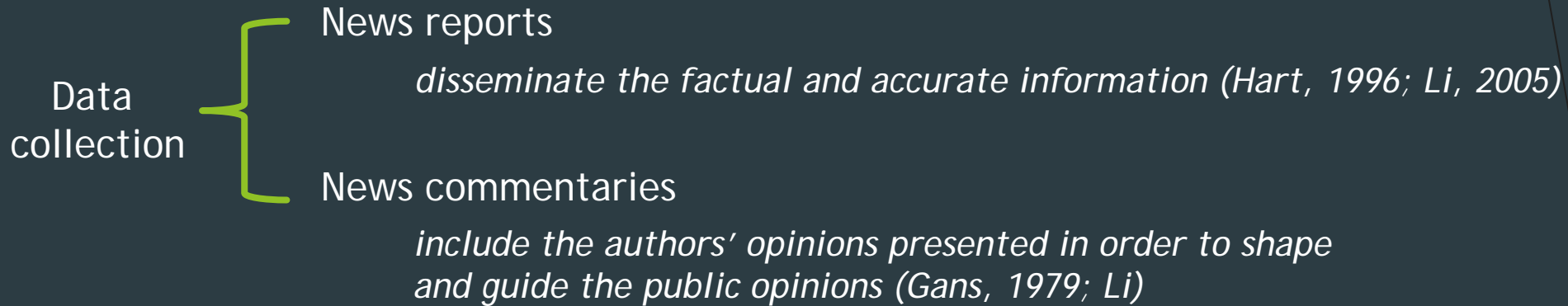
SkyKiwi.Com



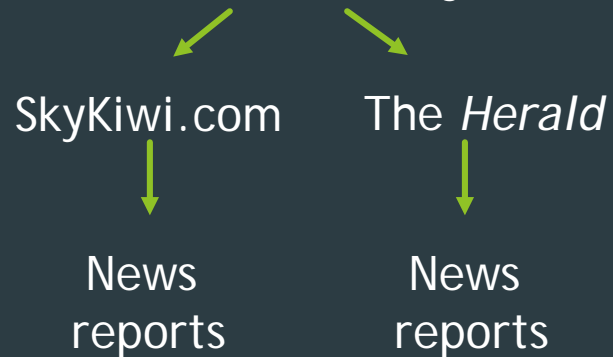
The *New Zealand Herald*



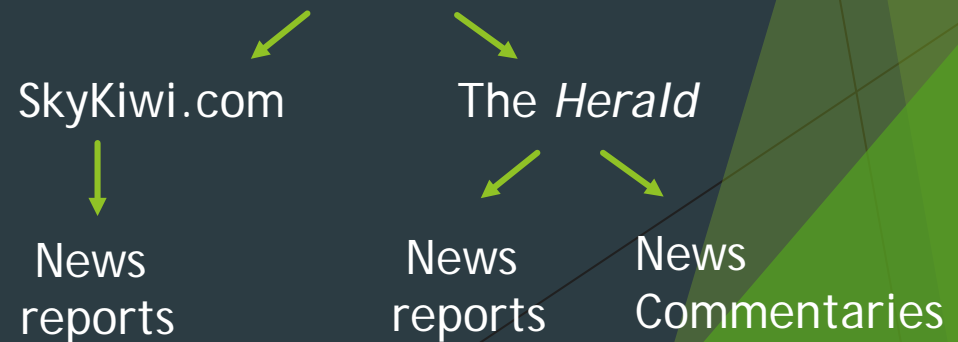
Introduction



Case 1: The Brown and Chuang Affair in 2013



Case 2: The Chinese tourists at the charity lunch in 2012



The Len Brown and Bevan Chuang Affair in 2013

► Background

Auckland Mayor

Won election in 2010;
Re-elected in 2013



Len Brown

lovers



Member of the AKL Council's ethnic peoples advisory panel in 2011;

Failed to gain a seat in the Albert-Eden Local Board of the AKL Council in 2013;

Bevan Chuang

used

pressured



Another Mayoral candidate
John Palino



New Zealand

news and information blog site

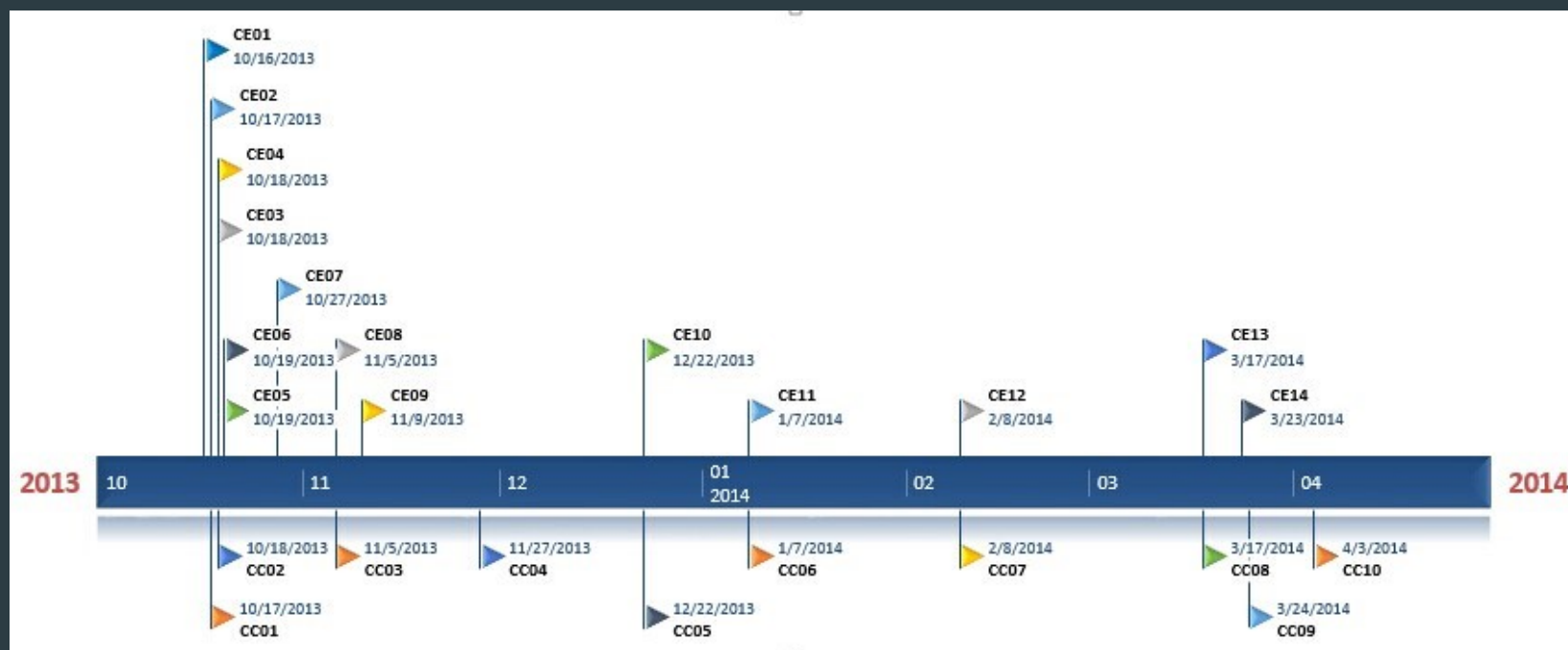
First story on
15 Oct, 2013

Picked by



17 Oct, 2013
First news report

The Len Brown and Bevan Chuang Affair in 2013



14 news stories from the *Herald*

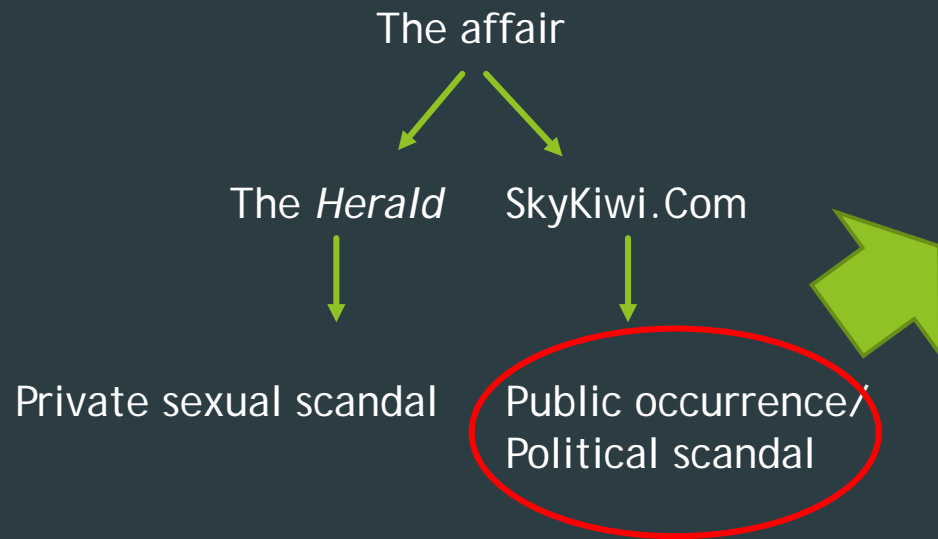
10 news items from SkyKiwi.com

Table 1: Timeline A : Chuang and Brown Affair news in the mainstream and ethnic media.
(CC = Chuang Chinese News; CE = Chuang English news)

The Len Brown and Bevan Chuang Affair in 2013

Main difference between SkyKiwi.Com and the *Herald*

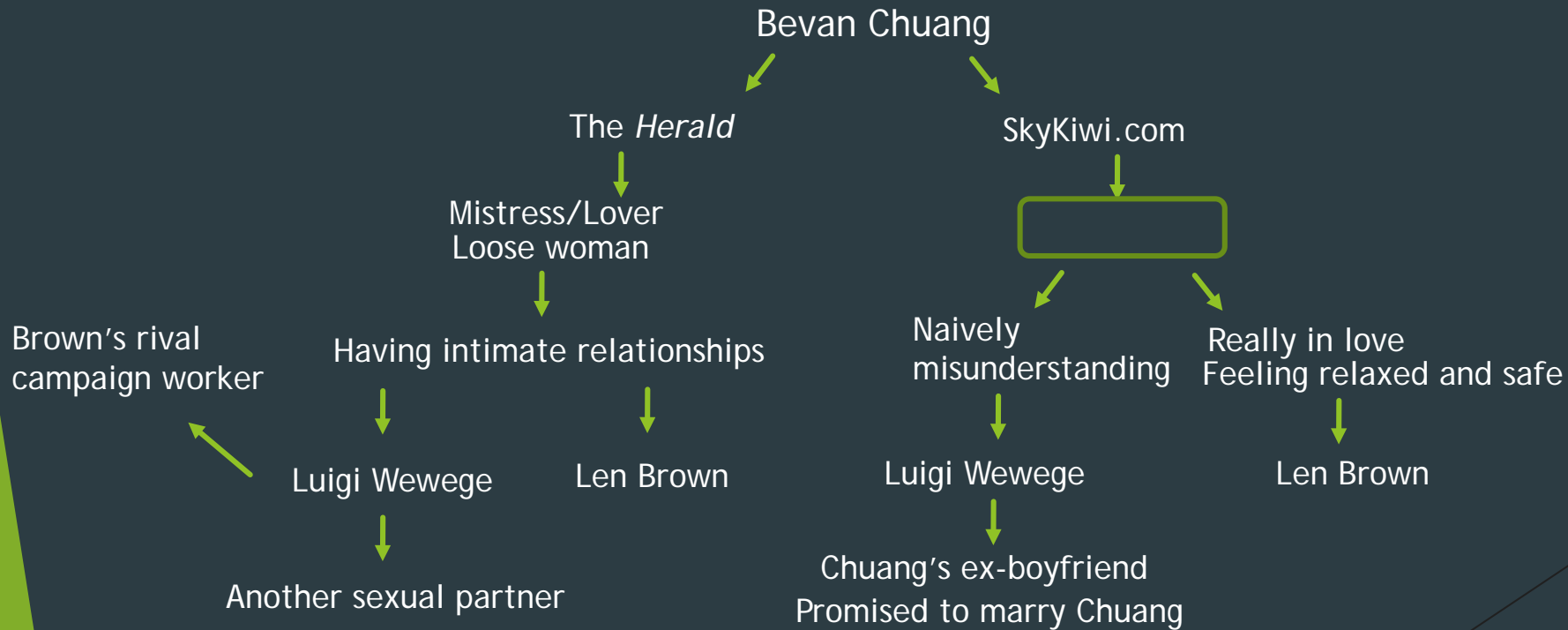
➤ Definition of this story



The Len Brown and Bevan Chuang Affair in 2013

Main difference between SkyKiwi.Com and the *Herald*

➤ Representation of Chuang

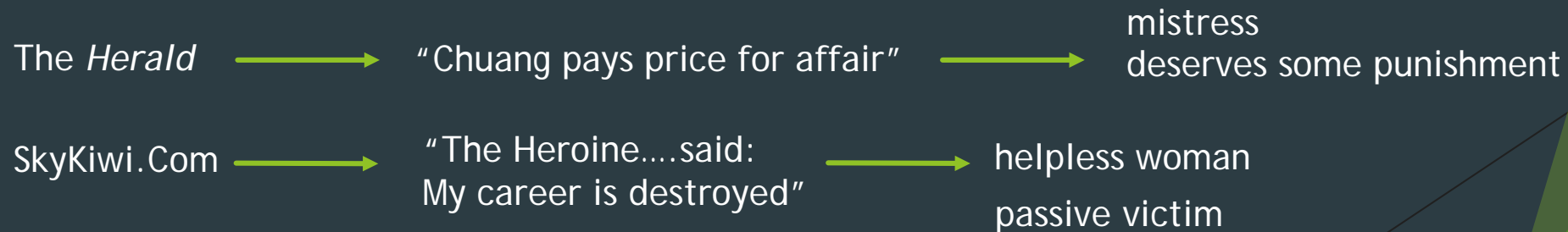


The Len Brown and Bevan Chuang Affair in 2013

Main difference between SkyKiwi.Com and the *Herald*

➤ Use of headlines

22 Dec, 2013 — A news story — Chuang being fired by a Chinese community committee and her roles being reviewed by several voluntary organisations because of the exposure of her relationship with Len Brown.



The Len Brown and Bevan Chuang Affair in 2013

“Chuang pays price for affair”

Chuang pays price for affair
22 Dec 2013 10:35am 3 minutes to read

Chuang is disappointed the Auckland Chinese community feels the need to distance themselves from her, saying she had put her heart and soul into community work. Photo / NZ Herald

By **Lynley Sibby**
Reporter, NZ Herald
lynley.sibby@nzherald.co.nz
@lynleysibby

China's e-commerce giant Alibaba

In a social media post, Chuang revealed that Sang had decided her continued membership threatened to compromise the Chinese garden project and she had to go. He wrote to her: "It has been expressed to me by parties who have an interest in the project that they cannot see their way clear to work with the project if you continue to be on the steering committee"

Ron Sang says even though Chuang is well qualified, the unnecessary attention she may attract could jeopardise the project. Photo / NZ Herald

Chuang said the committee had overlooked the important work she had done between local Maori and the Chinese community. She had forged a close relationship with Ngati Whetua and had the tribe's support in

The Herald

“...said: My career is destroyed”

外选门女主角遭华裔社团解雇：我的事业“被毁了”
2013-12-22 10:03 阅读 16005 次

天维网12月22日报道 援引NZ Herald消息“外选门”曝光后，不好过的不仅仅只有奥克兰市长Len Brown，当初选择和决定将这一排间事件曝光的女主角，Len Brown的华裔情妇Bevan Chuang，也为自己的行为付出了代价——

天维网12月22日报道 援引NZ Herald消息“外选门”曝光后，不好过的不仅仅只有奥克兰市长Len Brown，当初选择和决定将这一排间事件曝光的女主角，Len Brown的华裔情妇Bevan Chuang，也为自己的行为付出了代价——她坦言，在将这段与市长长达2年的艳恋曝光之后，她的事业已经“被毁了”。

就在上周五，她与奥克兰市议会签订的负责筹办运营New Lynn夜市的工作合同也已到期。

上周四上午10点，5名市议员在会议上对Len Brown提出不信任投票的提议，对其“漏富”，理由则是Len Brown缺乏作为领导必要的判断力、诚实、正直和信用，市议员对其继续领导奥克兰的能力缺乏信心。

与此同时，事件的女主角Bevan Chuang，也被此前自己所在的华裔社团Chinese Garden Steering Committee解雇。

Ron Sang says even though Chuang is well qualified, the

SkyKiwi.Com

The Chinese tourists dining at the charity lunch in 2012

► Background



The Chinese tourists dining at the charity lunch in 2012



Table 2: Timeline B: Chinese visitors news in the mainstream and ethnic media
(Code VE = Visitors English news; Code VC = Visitors Chinese news)

The Chinese tourists dining at the charity lunch in 2012

► Comparison between the *Herald* and SkyKiwi.com

Similarities

	<i>The Herald</i>	SkyKiwi.Com
The organizer's views	'unaware' & 'not worried'	'demand' & 'connection between mainstream and ethnic'
Event sponsors' reaction	'no sponsor' with concerns	not severe

Difference

	<i>The Herald</i>	SkyKiwi.Com
The Chinese people	A group of Chinese tourists	Chinese New Zealander
The Chinese tour operator	Xing Yu (Lucky Jade) sightseeing	'unrecognized' & 'Unfindable'
Public reaction	Widespread outrage	worried

The Chinese tourists dining at the charity lunch in 2012

- ▶ Comparison between the *Herald* and SkyKiwi.com

SkyKiwi online forum user:

“White sun hats are the typical symbol of New Zealand Chinese seniors”



SkyKiwi.com's strategies and its roles

► The roles played by SkyKiwi.com

The 1st role



Guiding audiences to understand the events from a different angle

The 2nd role



Providing an independently alternative media space

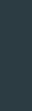
The 3rd role



A resource for the mainstream media

Denied by

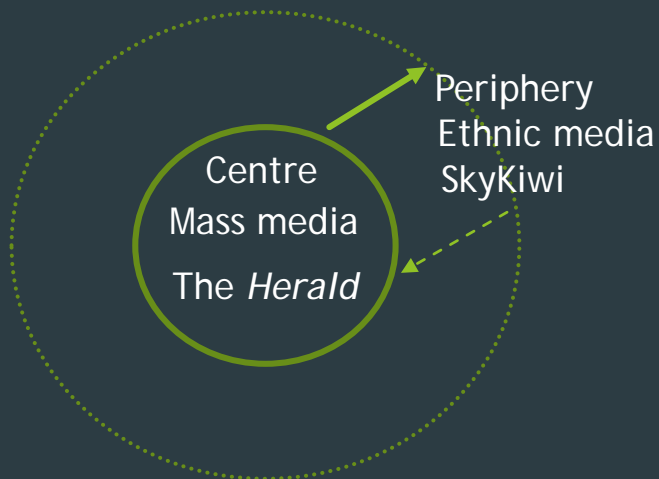
Identified by



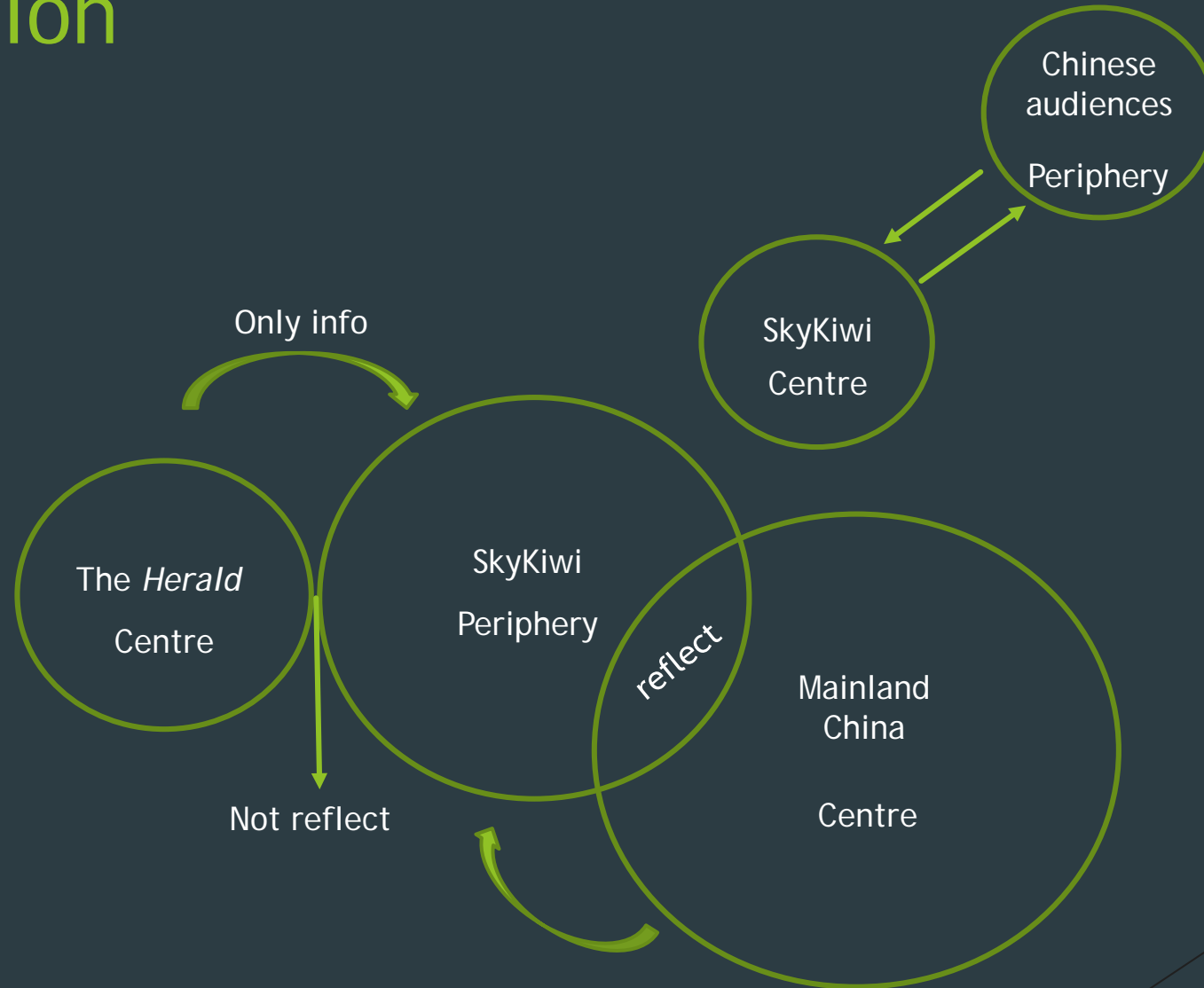
Lincoln Tan

Zou

Galtung's Centre-periphery model



conclusion



THANK YOU!