From the Māori to Middle Earth

*Communicating Colonization through Contemporary work in New Zealand*

Aotearoa/New Zealand is a country full of contradiction. With the first people setting foot on “the land of the long white cloud” only 800 years ago, the country is home to enduring Māori traditions but also grapples with intractable issues of post-colonialism. Strong identifications with “Kiwi identity” nestle alongside a growing immigrant population and meaningful multiculturalism. Lush biodiversity contrasts with some of the most pressing climate change issues, including the depletion of the Ozone layer over Australasia. And New Zealand companies are responsive to local interests while simultaneously making global headlines in agribusiness, technology, and other innovative markets. Such contradiction means that New Zealand is a different country for different people, and it is this broad diversity that makes it an excellent site for the study of organizational communication.

This four week summer course will provide the opportunity for students to study organizational communication within the contexts and cultures in New Zealand. The course will begin with historical background of the colonization of Aotearoa/New Zealand and the Māori experience, transition from this rich entwining of people and land to a study of the country’s biggest export earner, the dairy industry, which boasts “annual exports in excess of NZ$13.7 billion” (DCANZ, 2015) and then move to exploration of the country’s burgeoning high-tech and start up ecosystem.

**Course Activities**

We will visit areas and organizations that directly connect with the coursework in which we are engaging. Guest speakers will speak with the class weekly to share their perspectives on work and communication in New Zealand. Some of the exciting trips we will take include:

- Te Hana Te Ao Mārama-Māori Cultural Center
- Auckland Museum—Māori and Pacific Island Collections
- Waikato & Taupo—Regions used during the filming of the “Lord of the Rings” series
- West Coast—Waitomo Caves
- Auckland Central Business District

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**Program Details**

**Location:**
Auckland, New Zealand

**Dates:** May 19th—June 16th

**Credits:** 3

**Professor Celeste Wells** is associate professor of the practice in Communication. Her scholarship focused on nationality, language and work has been recently published in *Management Communication Quarterly, Equality, Diversity and Inclusion,* and *Communication Teacher.* She received her Ph.D. from the University of Utah.
**Tentative Course Schedule**

We will read a variety of scholarly works on organizational communication within the context of Aotearoa/New Zealand, including scholarship by the leading communication scholars who regularly teach and research in and around Auckland, including at Massey University, University of Auckland, and Waikato University. These articles will cover theory, method, application, and “real world” experiences. Readings will be supplemented by guest lecturers and site visits.

**Week 1:**
- Introduction to Organization Communication
- Organizational Theory and Contemporary Developments
- Historical Background: New Zealand

**Week 2:**
- Colonization in New Zealand
- Power, Control & Ethics
- Culture, Ethnicity and Organization

**Week 3:**
- Personal Identity, Meaningful Work and Branding
- Organizational socialization and leadership

**Week 4:**
- Entrepreneurship in NZ
- Departure for Boston

**Course Objectives**

By the conclusion of this course, students will be able to:

- Capably identify and name key organizational communication theories and concepts and explain how they are exemplified in New Zealand’s labor force.
- Recognize the communicative practices Māori people use to maintain their social and cultural history and present community by visiting the Māori cultural center as well as meeting with Māori leaders.
- Generate a substantial scholarly essay on communication, labor and land in New Zealand.

**Requirements**

- Participation (30%)
- Reflection Papers (25%)
- NZ Presentation (15%)
- Final 15 page paper (30%)

For more information:

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