

Talanoa and Theory of Communicative Action: Implications for media training and education

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Research questions

- How are traditional South Pacific practices relevant to journalism practice?
- How can Western journalism education embrace talanoa and other Pacific concepts?

Objectives

- To identify the differences between Western journalism and Pacific concepts and practices
- To explore to what extent Habermas' Theory of Communicative Action is relevant to gain a better understanding of South Pacific concepts affecting journalism practice
- To outline recommendations that will close the gap between practices such as talanoa and Western media practices within a pedagogical framework

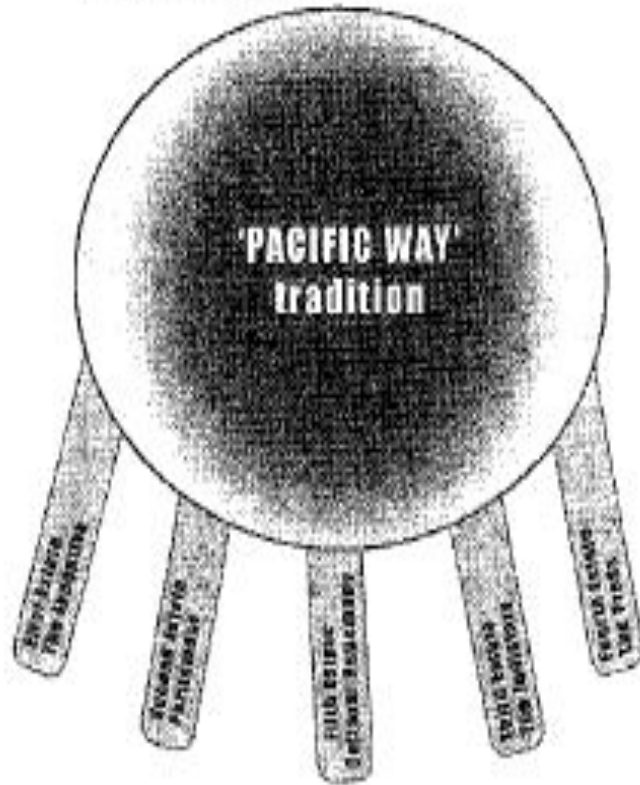
Are traditional South Pacific practices relevant to journalism practice as dominated by Western paradigms?

- Gift giving traditions (e.g. sua, la coutume) vs cheque-book journalism?
- Chiefly status
- Pacific Way Vs. Pacific Way
- Talanoa

An example of how Western journalism paradigm impacts journalism education.

- D. Robie
-(2009, 2013)
- Berg (1991)

The five-legged tanoa media model



Source: Robie (2013). The tanoa and the tribal paradigm.⁴⁶

TCA and Talanoa parallels

- Ideal speech situation – Communicatively competent space
- Equal chances to participate in dialogue
- Open forum & open style deliberation – set of forum & public sphere
- Respect, tolerance
- Protocols (ceremony preceding)
- Talanoa and its place in contemporary journalistic practice

Conclusion & recommendations

- These issues need to be flagged up in curriculum develop around the globe
- Integrate pacific epistemologies into approaches to examine media practices in region
- No need to add to existing frameworks but to reframe relevant Western approaches that allow taking South Pacific epistemologies into consideration

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- **Key aims of the proposed project:**
 - A study of media practices and traditional storytelling
 - How the media can understand cultural narratives of the South Pacific
 - Project will promote greater cultural understanding between JCU and South Pacific Island communities
 - Collaborative project with NUS using multimedia platforms and social media
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