

Appendix K

**Assessment of Mr Kupka's Report of an Investigation (0204.540)
by Associate Professor James Bade
and Associate Professor Friedrich Voit,
Department of Germanic Language and Literature,
University of Auckland**



Assessment Report

Hans-Joachim Kupka

0204.540 Report Investigation

“Deutschland und die Deutschen im Spiegel der neuseeländischen Presse”, submitted in partial fulfilment of the requirements for the degree of Master of Arts in German, University of Waikato, December 1996.

This report by Hans-Joachim Kupka - “Germany and the Germans as reflected in the New Zealand Press” analyses news items about Germany and the Germans which appeared in the *New Zealand Herald* from 1989 to 1991.


A very general introduction on communication is followed by a chapter on problems with German and New Zealand identity. The section dealing with New Zealand takes the rather simplistic view that New Zealand’s identity was essentially “British”, which explains why New Zealand did not achieve sovereignty until 1947. This claim ignores the fact that New Zealand achieved self-government in 1852. The third chapter goes into the methodology of the analysis of the news reports which forms the basis of the report. The fourth chapter discusses various categories of news reports on Germany: economic and social issues; foreign policy; East and West Germany; defence; the country and its people; history; and extremism. In a short summary the author makes the final comment that the overwhelming majority of reports on Germany are written in a fair and realistic way.

Kupka’s analysis of the newspaper reports he covers is primarily of a descriptive nature. He does not interpret or evaluate the reports to which he refers in any depth. Nor does he reflect on the newspaper as a modern medium and its specific limitations, particularly in regard to the newspaper he chooses. The main weakness of the report, however, lies in its methodology. While the title of the report is “Germany and the Germans as reflected in the New Zealand Press”, Kupka has in fact restricted himself entirely to reports in the *New Zealand Herald*. He justifies this by saying that the *New Zealand Herald* reaches half a million population “nationwide” (“landesweit”). This is demonstrably untrue, as the *New Zealand Herald*’s circulation area does not penetrate beyond the upper North Island. The *Dominion* covers a wider geographical area, and the *Evening Post*, the *Press*, and the *Otago Daily Times* are other major dailies that should have been included if the study were to be a valid analysis of the “New Zealand press”. One would have thought that, if accessibility to other newspapers had been a problem in Hamilton, at the very least the *Waikato Times* could have been included - either that or the title could have been changed to reflect what the study was in reality, i.e. “Germany and the Germans as reflected in the *New Zealand Herald*”. In short, the content of Kupka’s report does not fulfil the expectations of the title and introduction.

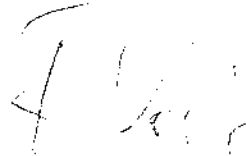
The report is a moderately interesting comment on the reporting of overseas news and events in a major New Zealand newspaper. Given major weaknesses in methodology, however, we would assess it at a grade of C+/B-.

The report contains no indications of right-wing, neo-nazi or politically extremist bias.

We would note that the copy supplied was incomplete in that the left-hand side of each page was only partially photocopied: one or two words are missing from the left-hand side of each line. This sometimes created difficulties, though the author's intended meaning was generally clear.



James Bade
Associate Professor of German



Friedrich Voit
Associate Professor of German