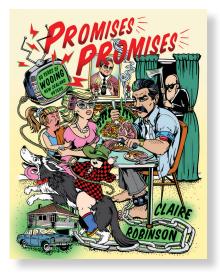


Promises, Promises

Eighty years of wooing New Zealand voters

CLAIRE ROBINSON



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Advertising

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A LIVELY HISTORY OF POLITICAL ADVERTISING, FROM THE FIRST ELECTION OF THE MODERN ERA IN 1938 TO TODAY

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ABOUT THE AUTHOR

Claire Robinson is Professor of Communication Design and Pro Vice-Chancellor, Toi Rauwharangi College of Creative Arts at Massey University. Her research interest is the visual communication of political messages in the context of election campaigning and political leadership. Her research has been disseminated through international peer reviewed journal articles, book chapters, international conferences and designs. She is a frequent media commentator on New Zealand politics.

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First, a bit of content for non-New Zoaland readers. Naji He Midni, the Midni popular are the indipersor people (inagitar whereuplapping of the land of Actionana New Zoaland They occupied the land for 600 or more years before firsth reather aimwell in the early interested century. Natif then Midni of well that insense foldings in lain or, a Midni including live for inspossate and pollocally autoriomous groups called lee (estended kinship groups/trible) that were then, and still are

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With the geography of New Zeeland as one of the only thing bedding the system of New Zeeland, it is no coincidence that the New Zeeland may solutive or one in political advantagements as a symbol of a united nation (see agap. i) — as do images and company in one; setting to nonvegor mourtains, river, westerfalls, beaches, and the bray white cloud (see page. if As emothes at these images and injects and they are not much of a base on which to build a modern months state. And one our printed prefer were careful.

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In 1938, under the heading 'Native Race', the first National Party manifesto Gee page x chapter 'D announce the party would

Effievelop to the full the resources in land and in power of the Maori people. We will improve the status of the Manne isceand give its members aqual opport unities with the Pakeha, with whom they share nation hood.

National admitted

Ne are intimately aware of the greatons of a number of tibes of the Meson risoe. It will be our duty to call them into our confidence, thoroughly to investigate their problems and so return them justoe. House grait the provided a reduced costs the critismanship of the Mison will be developed in technical pursits and more vegorous measures will be taken with agards to Native health.

Under the heading 'Native Affairs', Labour's 1938 manifesto (see page x c hapter 1) offered:







Etio, norunt? Do, quemis si poposti milicom merare marum admaderet L. mortes omne tilamit? quis hoonenten Etiminum quit meistreerid actum nos luin pro es vitam tus ne conten





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