



CREATING LINKS

■ PAGE 5

INSIDE

LIFE IN POLITICS

Jennifer Lees-Marshment, an associate professor in Politics and academic adviser to New Zealand's Vote Compass, the online election tool hosted by TVNZ, writes of her early life, her decisions about her career, and the purpose and satisfactions of her present position in which she explores what goes on behind the scenes by looking at political marketing and public input into government. One of Jennifer's key contributions in her early career was to argue that political marketing wasn't just advertising.

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MAKING MEANING

The focus of Professor Yan Huang's specialist discipline of pragmatics is on how we bridge the gap between what is said and what is meant. On our "In focus: story in this issue we look at some of the questions Yan is addressing in his attempts to explain how the gaps are filled between the words we use and the messages we want to convey. Yan has earned a high level of international respect for his scholarship and is currently editing *The Oxford Handbook of Pragmatics*.

■ PAGE 9

RESEARCH WITH IMPACT

Crashworthiness of helicopters is the subject of research in the Department of Mechanical Engineering. PhD student Thomas Billac says the original motivation behind the research comes from results of rotorcraft accident surveys, conducted in the early 1990s by the US and UK militaries with major aircraft manufacturers, showing that a large proportion of fatalities had occurred over water and that there was therefore a need to develop crashworthy designs for multiple terrains.

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HALF-CENTURY OF CANOEING

The Auckland University Canoe Club, has clocked up 50 years of paddling, partying and camaraderie, and is planning to celebrate on the weekend of 11 October. Current and alumni members of the club are urged to save the date and spread the word. The celebration will include a barbecue on the Saturday afternoon, a function that evening and canoeing on the Sunday. The club would love contributions of stories and photos to share at the events. For more information see www.aucc.org.nz or contact aucc50years@gmail.com



BRING YOUR OWN

Students and staff can now get a discount on some types of food and beverages on campus. If you take their own cups or food containers to the Quad Café, in return you will get 50 cents discount per container on orders from the grill or pizza menu, and 20 cents discount per regular cup of coffee. "This is an initiative to further reduce the waste we send to landfill," says the University's Sustainability and Environmental Manager, Lesley Stone. "It enables staff and students to be rewarded for thinking about how they can use their power as consumers to reduce waste."



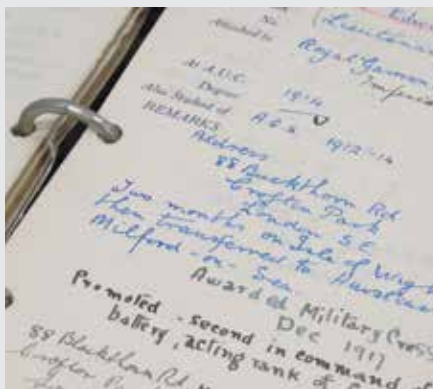
PRIDE WEEK

As *UniNews* went to print, the University and AUSA, in collaboration with the Equity Office, were about to host the University's first Pride Week. The theme of "inclusivity" runs throughout Pride Week's public events, aimed at celebrating our own community of LGBTI staff and students. Levi Joule, AUSA's Queer Rights Officer and organiser of Pride Week, says the event marks an historic moment for the University. "We've had such a positive response to the University of Auckland LGBTI student and staff network. Pride Week is a fantastic opportunity for everyone."



ROLL OF HONOUR

Now in Special Collections at the General Library, the University's WW1 Roll of Honour has been digitised and can be searched and viewed as page-turning books. The Roll forms the centrepiece of the Special Collections centenary website, featuring information about the involvement of Collegians in the war and short biographies of a few of the five women and 715 men from the Roll. A display about the people behind the original Roll and the work of maintaining it can be viewed outside the Special Collections reading room until the end of September.



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COVER PHOTO: Development Studies students in class in 2014 (Develop 701: Development Praxis). From left to right are Henry Oh, Mark Boniface, Susan Barrett, Ramos Pandia, Kelsi Cox (obscured), Dr Anke Schwittay (Senior Lecturer), Syafirah Hardani, Zarfia Amoa, Lyda Hak, Pamela Mariel Maranata, Manuel Loeffler, Myra Lindy Laporte, Yue Liu. Photo by Paul Braund, who led the workshop.

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CULTURE AND CREATIVITY



Tuākana students from the National Institute of Creative Arts and Industries spent three days in Northland recently at an Enterprise, Development and Creativity Hui Fono focusing on Māori and Pacific worldviews and practices and how they relate to the creative industries.

Over 40 first and second-year students stayed at the Piki Te Aroha Marae in Okaihau and participated in a programme of events designed to encourage them to actively express their culture.

The event, organised by Lecturer Lena Henry,

brought together students and mentors from architecture and planning, dance, fine arts and music to discuss ways Māori and Pacific culture can be incorporated within professional disciplines.

Tuākana is a University of Auckland mentoring and tutoring programme for Māori and Pacific students based on the concept of older siblings supporting younger ones, designed to help students transition to University life and achieve academically in their chosen field.

SAGE ADVICE

Associate Professor Dr Nikki Turner, who directs the Immunisation Advisory Centre at Auckland, has been invited to join the World Health Organisation's strategic advisory group.

Nikki will serve a three-year term with the WHO's Strategic Advisory Group of Experts (SAGE) on immunisation.

This is a highly prestigious appointment, since SAGE is responsible for advising WHO on overall global policies and strategies, ranging from vaccines and technology, research and development, to the delivery of immunisation and its linkages with other health interventions.

Nikki is a General Practitioner in Wellington, an honorary academic at the University of Auckland (in General Practice and Primary Care), and a researcher and advocate for immunisation.

She will attend SAGE meetings at WHO headquarters in Geneva, will be involved in international subcommittees and will communicate regularly with the Western Pacific WHO region, based in Manila.

Nikki is also completing her Doctorate in Medicine on the improvement of immunisation coverage in New Zealand.



Nikki Turner

GAME CHANGER

Two of our academics have played a key role in establishing Vote Compass, an interactive online tool for voters to use in the 2014 General Election.

The University has joined the TVNZ and Vote Compass partnership that will see One News — with support from the Electoral Commission — host the interactive online tool that allows voters to engage with public policy in a way they've never done before.

Associate Professor Jennifer Lees-Marshment of the University's Department of Politics and International Relations, and political psychologist Dr Danny Osborne of the School of Psychology, have been assisting TVNZ by formatting the survey questions to ensure a robust and accurate survey of voters' thoughts on election issues such as the economy, education, health, the environment and taxation.



Danny Osborne.

(For a photo of Jennifer Lees-Marshment, see "My Story" on page 6.)

Once the user has completed the online questions, Vote Compass compares their responses with the policy positions of the parties then shows how they fit in New Zealand's political landscape.

Already 84,000 people have completed the online tool.

Jennifer Lees-Marshment said: "It's giving those people a chance to have their voices directly heard on issues that normally would not get the light of day in an election campaign.

"They [political parties] might be a little bit nervous first of all because it is a game changer."

She told TV One's Breakfast the tool is not about telling people how to vote. "We're just saying have a think. Think about the policies, debate them with your family and your friends and colleagues and get engaged and tell us what you think about it."

HOUSE OF PAPER

Paper House for Model Home 2013, shown at the 5th Auckland Triennial at the Auckland Art Gallery, has won a coveted 2014 Interior Award.

Based on Model Home 2012 by Michael Lin and Atelier Bow Wow, originally shown in Shanghai, which referenced the housing conditions of workers, the art piece was cleverly reinterpreted by Professor Andrew Barrie, from the School of Architecture and Planning, to reflect local conditions. Andrew is a specialist in the Japanese technique of paper model building known as okoshi-ezu (folding drawing), and he adapted this method for the installation, creating a life-size paper document of workers' housing.

The structure was built by architecture students from the University of Auckland, using prefabricated timber frames, and assembled in the gallery. The walls and roof were made of paper, hand folded, and joined with tape. Included were a number of paper accessories including household items, super-thin furniture, a human figure and even a sparrow perched on the roof, alluding to

the original labourer occupants.

The artwork won the Installation category of the Interior Awards, which includes temporary installations, set design, gallery and museum exhibitions. The work's ability to question the social role of art and architecture, and make a political statement, led the judges to call this "a glowing project, carefully delivered and full of intriguing and rewarding layers."

After the exhibition, the materials were recycled for Architecture and Planning students to re-use in future projects.



SIR RON RECEIVES A KOROWAI



Left to right are Sir Ron Carter's son David (also an alumnus of the University), Chye Heng (Beca CFO), Sir Ron and Vice Chancellor, Professor Stuart McCutcheon.

Sir Ron Carter, Distinguished Alumnus of the University and head of the Committee for Auckland's Iwi Business Consortium, was presented with a korowai by the Ngāti Whātua Iwi at Orakei Marae on 7 August.

This was to honour his role in bringing Māori and non-Māori together for mutually successful business outcomes. The korowai was specially made for him by the kaumātua and tamariki of Te Kohanga o te Rangimaria.

Sir Ron has been a major force in fusing Auckland's growth and development alongside

Iwi. At the ceremony, he recognised the huge honour bestowed on him by the korowai. He said it would be a treasure for him and his family as well as his mokopuna's most famous heirloom. He plans to wear the korowai when he is formally invested with New Zealand's Order of Merit at Auckland's Government House.

"The korowai represents the goodwill of all iwi who have facilitated my involvement in Māori advancement. But the mana it bestows is the greatest treasure of all," said Sir Ron.

ADVICE ON EDUCATION

Professor Stuart McNaughton has been appointed Chief Education Scientific Advisor for the Ministry of Education. The new role is aimed at ensuring evidence remains at the centre of New Zealand's education system through the provision of independent scientific advice. In this role he will contribute advice on complex issues in a broad range of areas. Stuart is the Director of the Woolf Fisher Research Centre at the University's Faculty of Education.

FETAL ALCOHOL SYMPOSIUM

A symposium to be held at the Tāmaki Campus from 9am to 5pm on 5 September will focus on Foetal Alcohol Spectrum Disorder. A collaboration between the University's Centre for Addiction Research and Alcohol Healthwatch, this aims to shed more light on FASD and to raise awareness. The keynote speaker is Dr Jocelyn Cook from Ottawa, Canada. The symposium, of interest to anyone working with vulnerable children and families, is free but RSVP is essential. To register contact christine@ahw.org.nz or phone 09 520 7037.

MENTAL HEALTH AND SOCIAL JUSTICE

The University will host the second Mental Health and Social Justice Symposium in February next year. The Symposium is being organised by the Centre for Mental Health Research, based in the School of Nursing. Keynote speakers will include Professor Bernadette McSherry, Director of the University of Melbourne's Social Equity Institute. The call for abstracts is open until 31 October. Numbers will be kept small to ensure constructive conversation. For more information contact the co-directors of the Centre for Mental Health Research, Katey Thom and Jacqui Kidd on cmhr@auckland.ac.nz

MASTERS SUPERVISION

A tight time frame is the big challenge for those supervising a research masters project. In a seminar to be held for the first time on Thursday 23 September, 2-3pm, a panel of four experienced academics with a history of successful timely masters graduations will lead conversation on managing the project, ensuring the writing gets done on time, and other related issues. The seminar is one of a new series rolled out this year to enable good supervision practice to be shared. For more information see www.clear.auckland.ac.nz

DIVERSE AND DYNAMIC

This year marks the twentieth anniversary for Development Studies at the University. Associate Professor Yvonne Underhill-Sem, writes of its progress over the years.

What began in the 1990s as a tentative promise of engaging with global issues of poverty, inequality and social injustice has grown into a vibrant graduate programme.

Although it took some time for momentum to build, by 2002 Development Studies was given a boost with the appointment of a second academic to share the teaching with its director, as well a part-time departmental co-ordinator.

The discipline flourished not just because development problems were becoming more visible through increasingly globalised media, but also because social injustice was catching the attention of many younger people. They wanted to better understand the inequalities that were becoming more evident around them, and were even more intensely felt in developing countries. Helen Clark's leadership of the United Nations Development Programme also played a part in bringing home to New Zealanders the positive contributions that critical development studies can bring to addressing poverty and economic, social and gender injustice.

Some memorable moments were when our classes reached 55 in number; when the Gender and Development Class for the first time

attracted 12 men and 11 women; when we joined Victoria and Massey Universities for writing workshops in Waikanae; when we realised we had among our students a representative of each of the world's major religions; when we took a group of students and colleagues to Brazil and then to Papua New Guinea as part of UN Habitat; when we established the internship programme that now also includes UNIVOL (a section of Volunteer Service Abroad that offers development studies students opportunities to undertake volunteer work when they have completed their programme of study); when we hosted the International Development Conference in 2014; when we worked with a major philanthropist on his development project on West Bengal; when we received photos from our research students undertaking their fieldwork by horseback, canoe and motorbike. Another memorable moment will be when four students, from the Cook Islands, Tuvalu, Tonga and Japan, graduate with their PhDs in September 2014.

Some of the student field sites have included Paraguay, Peru, Brazil, Guatemala, Chile, Samoa, Tonga, Fiji, PNG, Vanuatu, Solomon Islands, Cook Islands, New Zealand, Australia, Mongolia, Kyrgyzstan, Cambodia, Vietnam, Uganda, Tanzania, India, Indonesia and East Timor.

We have moved offices and seen staff come and go but have always been excited by the vibrancy of our students, who have committed



Cuba is in the process of a major development transition and in 2014 AP Yvonne Underhill-Sem visited to learn about OXFAM Canada's work there. One part of OXFAM's work in Cuba involves supporting local livelihoods. This included helping in a move towards the private ownership of houses in rural towns.

to social justice and the transformation of the livelihoods and capabilities of people in the Global South (which broadly covers the regions of Latin America, Asia, Africa, and Oceania).

We have had students who were supported by World Vision in their childhood, who were midwives, economists, architects, fine artists, lawyers, tax officers and linguists before studying Development. And among our students are people who later moved on to become social workers, establish NGOs, or work as development consultants, diplomats, teachers, missionaries, administrators, researchers, government officials and scholars.

There are more changes ahead for Development Studies, with Professor Andreas Neef joining us from the Graduate School of Global Environmental Studies, Kyoto University, Japan, and Dr Anke Schwittay leaving to teach International Development at the University of Sussex. We are also planning to mark this 20-year anniversary with a series of events including a graduate seminar and a link to a website capturing some of the activities of our students and staff. There have been many staff who have contributed to the success of Development Studies at the University of Auckland and we wish to acknowledge them collectively because there are too many to name individually.

Nga mihi kia kotou.

■ Yvonne Underhill-Sem



Participants share ideas in a workshop in Papua New Guinea, which was hosted in 2011 by staff and students from the University of Auckland, with the help of the Vice-Chancellor's Strategic Development Fund. This workshop has led to a number of other initiatives in research and development, and is one of the landmark events that have been held over the years. In the background are Dr Anita Lacey (Political Studies), Professor Dory Reeves (Planning) and Yarden Tankele (Development Studies Researcher). Photo Yvonne Underhill-Sem.

MY STORY

STAFF QUESTIONS & ANSWERS



JENNIFER LEES-MARSHMENT

Associate Professor of Political Studies, Jennifer Lees-Marshment, is academic adviser to New Zealand's Vote Compass — the online election tool, hosted by TVNZ, which enables voters to find out how their views on a range of issues compare to the positions of parties in the build up to New Zealand's 20 September General Election.

Jennifer has a BA (Hons) in History and American Studies from Keele University in the UK, an MA (with Distinction) in Politics from Manchester University and a PhD in Politics from Keele. She was a senior lecturer at Keele and Aberdeen Universities before joining Auckland's staff as a senior lecturer in 2005. She became an associate professor in 2012. Jennifer is an international leader in political marketing, which explores how politicians and government use tools like branding and market research to win and retain power. Last year she pioneered the development of a new Stage 3 course at Auckland, "The Practice of Politics" (the only of its kind in New Zealand), which teaches students about the diversity of career options in politics and the challenges they may face.

WHAT DID YOU LOVE DOING WHEN YOU WERE A CHILD?

I read a lot of books. My favourite author was Enid Blyton. I also wrote plays and stories when I finished the set work in class. I was born in Birmingham in the Midlands and then moved to Staffordshire when I was about ten.

TELL US ABOUT YOUR FIRST JOB?

The first job I had was picking strawberries. From the 30 pounds I earned, I brought a special disc for my typewriter so I could type italics.

DID YOU HAVE A FAVOURITE TEACHER?

At Sir Graham Balfour High School in Staffordshire, my history teacher Mr Stephen Day generated my love of political history. He brought it alive by comparing eighteenth and nineteenth-century events to those happening in the twentieth century. At University my PhD supervisor, Dr Matthew Wyman, was very supportive of my new ideas on political marketing and we've kept in touch, authoring a chapter on teaching professional politics. I got the idea for doing a "Practice of Politics" course from the one he created in the UK.

HOW AND WHEN DID YOU DECIDE WHAT YOUR CAREER WOULD BE?

My mother did a degree in psychology at Aston University in Birmingham when I was five and I vividly remember going into university lectures with her in school holidays — day care was not so available then. I distinctly remember this professor putting up on an overhead projector a simple picture of a house with windows and doors and I thought: "I could draw that. I could be a professor." He was probably talking about environmental psychology and was doing a very complex analysis but to my child's eye it seemed easy!

I also grew up in the time of Margaret Thatcher. It was absolutely brilliant having a woman prime minister; you had the sense that you could do anything. I didn't plan on doing politics at university though — I'd wanted to be a barrister but didn't get the grades at age 18 to do law, so instead I did a foundation year, which turned out

to be the best thing as I realised I really wanted to do politics and history.

I found political marketing during my masters at Manchester when discussing how Tony Blair was changing the British Labour Party and life-long Labour voters like my Dad were very unhappy. My lecturer said: "What about looking at political marketing?" And off I went...

WHAT IS THE PURPOSE OF YOUR PRESENT POSITION?

Research wise I explore what goes on behind the scenes by looking at political marketing and public input into government. I then teach this to my students so they know what's going on and so they are prepared for the workforce. I see my job as an academic as to conduct high-quality research but to make it useful to the community through applied politics teaching and reporting recommendations for best practice.

WHAT DO YOU LOVE MOST ABOUT YOUR JOB?

Challenging conventional wisdom through research into real world practice. One of the key contributions I made early in my career was to argue that political marketing wasn't just advertising. For my latest research on political leadership I interviewed 50 government ministers and found that they recognise they have limited power and knowledge and need input from the public to create workable policies. I also love the fact I get to travel and meet loads of people around the world. Vote Compass came out of a book I co-edited with Canadian colleagues on Political Marketing In Canada. I was once flown to Malaysia and met the Prime Minister there; and I've done interviews in the White House, Downing Street and Buckingham Palace.

DO YOU BELIEVE WHAT YOU DO CHANGES PEOPLE'S LIVES?

I know I've made a big difference in my field. When I started researching political marketing it was ridiculed and seen as just spin-doctoring and adverts. Now it's viewed as much more ubiquitous: it affects government decision-making and policy and is discussed in the media and in movies. I've made that happen not just through my own books (I've published 12!) but through supporting and connecting other scholars and linking academia with practice.

WHAT DO YOU DO WHEN YOU'RE NOT WORKING?

Gardening and spending time with my two young children. It's the same kind of thing as my career really: nurturing potential and seeing it grow.

DID YOU KNOW

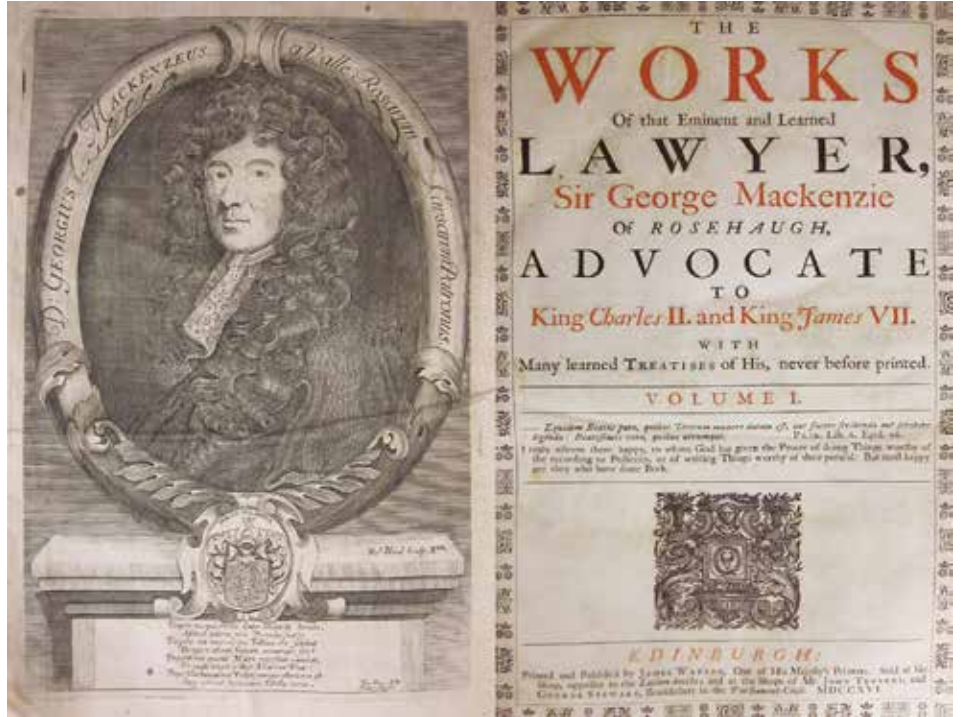
... where old books go to die?
They don't. They go to a better place.

Thanks to generous donors and the ongoing efforts of the Faculty of Law and Library staff, the Marylyn Mayo Rare Books Room at the Davis Law Library has been growing and maintaining a vast collection of law reports, statutes, and other historical works of interest.

Two secure, temperature-controlled rooms hold the bulk of this material, while a large quantity of re-prints are housed in a restricted-access reading room, complete with reading desk and comfortable leather chairs.

This initiative officially opened in March 2005, thanks to the help of Dr John Mayo of Queensland, who wanted to make a contribution to the Law School in memory of his late wife Marylyn Mayo. Marylyn Mayo graduated BA/LLB from The University of Auckland's School of Law in 1960 before moving to Queensland, Australia. From 1969 on, Marylyn taught in Northern Queensland, briefly at the University of Queensland's Law School then as Foundation Head of the Department of Law at James Cook University in Townsville.

Marylyn was a fond alumna of the University of Auckland and after her death in 2002 the Marylyn Mayo Foundation was established by her husband for the benefit of a number of causes, including the Rare Books Room and the Marylyn Eve Mayo Endowment Scholarship. For nearly a decade now, frequent purchases and gifts from outside donors have helped grow this historical collection in the Marylyn Mayo Rare Books Room. The collection also houses publications by members of the Faculty of Law and Department of Commercial Law, along with the archive collections of Peter Mahon and Martyn Finlay.



One example from the collection is a handsomely bound two-volume copy of the gratifyingly titled, *Works of that Eminent and Learned Lawyer, Sir George Mackenzie*. Published in 1722, this collection of essays and other writings offer an intriguing insight into the legal, political, heraldic and literary views of the 17th century as viewed by Mackenzie - who served as Lord Advocate to King Charles II and King James VII. Mackenzie was an important jurist, scholar and author and founded the Advocates Library, which is now the national law library in Scotland. He was also widely known for his stubborn persecution of Scottish Presbyterians, and given the nickname

“Bloody Mackenzie”. It is rumoured that in many cases, he bent the law to secure a conviction. Access to this item can also be sourced via the Library database “Eighteenth Century Collections Online”.

■ Stephanie Carr
Library Manager, Law

WHAT'S ON CAMPUS

ELECTION DEBATE

2 SEPTEMBER, 6PM

Fisher and Paykel Appliances Auditorium, OGGB

This is a free event discussing “Market forces or bold policy? Achieving affordable quality housing in Auckland.” The shortage, cost and quality of Auckland’s housing supply is one of the biggest challenges facing the region and the nation. Home ownership is falling and the demand for rental housing increasing. Solutions to these issues deserve robust debate. Three weeks out from the General Election, leading politicians from the major parties will detail their vision for the future of Auckland’s housing.

SUSTAINABILITY FORUM

4 AND 5 SEPTEMBER

The University of Auckland

The University’s Sustainability and Environment Department is hosting New Zealand’s first biennial Sustainability Practitioner’ Forum. Among the invited guests are sustainability and environmental managers, coordinators and officers in tertiary education in New Zealand, plus a small group of others from each institution on associated management roles. The Forum will use the key lessons learned to create a collective action plan that all participants will work towards.

TEACHERS’ LECTURE SERIES

16 SEPTEMBER, 4.30-5.30PM

Room NR106, NR Building, MIT

This is a free event, one in a series of three, hosted at Manukau Institute of Technology by the University of Auckland. To gain insights into up-to-date research and professional practice, presented by respected lead educators and researchers, come to the room and building above at the North Campus, Gate 14, Alexander Crescent, Otara, Manukau. Teachers attending will have the chance to share ideas with other teachers, as well as current students and others from the wider education community.

CREATING MEANING

One of the fascinations of theoretical linguistics is in what it can tell us about how our minds work: in the words of Professor Yan Huang (Linguistics, School of Cultures, Languages and Linguistics), the study of language can provide us with a “window onto the mind”.

The focus of his own specialist discipline of pragmatics is on how we bridge the gap between what is said and what is meant.

“Speed kills” is a sentence all English speakers can understand. But it stops short of expressing the proposition the speaker intends to convey. To give its full meaning, the speaker would need to add that he or she was talking about the speed of vehicles, not of speech or light or sound, that the assumed level of speed was excessive, and that the killing in fact was not an inevitable consequence of the speeding but would require a combination of other factors to bring about that result.

However, in conversation, “speed kills” is enough. The rest can be inferred by a cooperative listener through context, real-world knowledge, and shared belief. In other words, sometimes we speak less but mean more.

The level of respect achieved by Yan’s international prowess in pragmatics can be measured by his list of five influential monographs and books, all published by Oxford or Cambridge University Press, and including both *The Oxford Dictionary of Pragmatics* (2012) and two editions of *Pragmatics* (OUP, 2007 and 2014). Currently he is editing *The Oxford Handbook of Pragmatics*, which involves around 40 of the world’s top scholars in that discipline.

He has also been writing a monograph on “implicature”, which he describes as “one of the most fundamental and important theoretical concepts in the philosophy of language, linguistic semantics and pragmatics”.

“The idea of conversational implicature was put forward by the late Oxford philosopher H P Grice,” he explains, “but it might be the case that Grice himself was wrong in some respects. There are paradoxes and contradictions in the way the concept is defined. We need to have a more coherent and systematic analysis of it.”

Here are two simple examples of conversational implicature: “John and Mary bought a house in Auckland” and “Rose got married and had a baby.”

In the first the default interpretation, though not stated, is that the two bought a house in Auckland together. In the second the standard assumption is that the two events happened in sequence: first the marriage, then the baby.

One feature essential to a Gricean conversational implicature, Yan explains, is that it can be defeated.

(Otherwise, the meaning can be seen as stated, not “implicated”).

In a sentence that parallels the first example above - “The Americans and the Russians tested an atom bomb in 1962” - the “togetherness” interpretation or conversational implicature will be ruled out by the listener’s real-world knowledge. It shows, therefore, that in this case the conversational implicature can be cancelled.

However, if we look at a sentence that can be seen as parallel to the second example - “Getting married and having a baby is better than having a baby and getting married” - we see that the pragmatically inferred temporal relation, namely “first getting married and then having a baby” in the first conjunct and “first having a baby and then getting married” in the second, is fixed and normally cannot change. In other words, the conversational implicature in this case cannot evaporate. So, is this, in fact, a conversational implicature or not? If it is, why can it not be suspended; if it is not, then what is it?

These are some of the kinds of questions Yan is addressing in his attempts to explain how the gaps are filled between what we say and the message we want to convey and to refine the analysis of conversational implicature.

Currently Yan is also conducting research on a linguistic phenomenon called logophoricity, which is concerned with the marking (through syntax or morphology) of the perspective of an internal protagonist of a sentence or discourse, as opposed to that of the current, external speaker. This is a research project he started when he was a PhD student at Cambridge University in the mid-1980s and on which he has been working on and off for the last 30 years.

“If I say, for example, ‘John thought he had won an iPad’, this sentence in English is ambiguous,” says Yan. “It may be that (i) I was reporting John’s speech from my point of view, or (ii) I was reporting John’s speech from his own perspective.”

“However, in many West African languages there is no possibility of such an ambiguity, since in the latter case, there are special syntactic and/or morphological devices that can be used to make it clear that it was John’s rather than my viewpoint that was being represented.”

He adds that there are around 6,500 living languages in the world, the majority of which have never been carefully studied. “Theoretical linguists may not be able to speak many languages, but they do need to be familiar with the data of their chosen research areas in as wide a range of genetically unrelated and structurally distinct languages as possible.”

Yan’s second monograph (OUP, 2000), on

anaphora, made use of data drawn from 550 languages. (Anaphora shows the relationship between two or more linguistic elements, in which the interpretation of one is in some way determined by the interpretation of other. A simple example is that when we hear: “The car crashed. It was completely destroyed.”, the word “it” has meaning for us only in terms of its relationship with the phrase “the car”.)

In his study of logophoricity (which is within the ambit of anaphora) Yan’s continuing task is to find out the ways in which logophoricity is encoded in the world’s languages (he has so far identified six ways), and also to identify the essential properties of logophoricity, and show how it can be accounted for in terms of his neo-Gricean pragmatic theory of anaphora.



Yan at Oxford University, taken while he was teaching linguistics there in the early 1990s.

Professor Yan Huang received his BA in English and MA in English Linguistics at the University of Nanking. He then completed his PhD in Linguistics at the University of Cambridge, where he was supervised by Professor Stephen Levinson. He also holds a DPhil from the University of Oxford.

Before moving to the University of Auckland, Yan had taught linguistics for 20 years at the Universities of Cambridge, Oxford, and at the University of Reading, where he was Professor of Theoretical Linguistics.

He has since spent sabbatical and research leaves at the Yale, Harvard and Cambridge Universities.

DESIGNING FOR IMPACT



The project I am working on deals with helicopter crashworthiness.

Specifically it is concerned with developing efficient and accurate models to predict how new energy-absorbing designs — made of composite materials — perform in impact situations on soft surfaces such as water and soil.

This is an applied project in that it is dealing with understanding and experimentally validating new numerical methods developed for such applications. It will provide engineers with modelling guidelines to assist in the design of accurate and reliable models.

The research project is sponsored by the Australian Cooperative Research Centre for Advanced Composite Structures, of which the Centre for Advanced Composite Materials from the University of Auckland is a partner. This cooperative research centre brings together researchers to carry out joint research on various aspects of composite materials. In my case, I am part of a research team that involves universities in Australia, software developers and consultants in crash analysis, as well as the Structures and Design Institute of the German Aerospace Center, based in Stuttgart. NASA in the USA is also involved in the research programme, undertaking full-scale helicopter crash tests. The original motivation behind my research project comes from results from rotorcraft accident surveys, conducted in the early 1990s by the US and UK militaries together with major aircraft manufacturers. These showed that a large proportion of fatalities had occurred over water. Out of this has grown the need to develop

multi-terrain crashworthy designs and accurate simulation tools.

A key component of the modelling being undertaken is accurately capturing the fluid-structure interaction during the impact. Our research group has been working in this area in relation to marine applications, this project extends the work to aeronautical situations. Amongst the different numerical methods available for fluid-structure interaction modelling, I have chosen to focus my research around Smoothed Particle Hydrodynamics to represent the fluid or soft materials. The method was initially developed to solve astrophysics problems; however they have more recently been shown to be suitable for representing free-surface flows. The key question for this work is how suitable it is for reproducing the loads applied to a deformable structure during impact.

Comparing numerical results with experimental data obtained for water impacts it is clear that an extremely fine particle distribution is required to obtain accurate pressure traces at the interface between the structure and the fluid. The computations for this level of refinement are prohibitively expensive. The method can however give accurate results with a coarser fluid representation for the panel deformation and forces applied. In our research we also assessed the ability of the particle method to represent soft soil. This showed greater accuracy than more traditional finite element methods.

Thanks to the collaboration with the German Aerospace Center in Stuttgart, a scaled composite crashworthy helicopter subfloor has been designed using innovative energy-absorbing elements. Although this was initially developed for hard ground impact, our joint research will be able to determine its performances on soil and water impacts using our facilities. Experimental data from our research group's unique water impact testing facility will also assist with validating the numerical modelling approach.

■ **Thomas Billac**
PhD candidate
Mechanical Engineering

Highlighting some of the University's news and commentary that have hit the headlines in the past month.

GOOD GOSSIP

Associate Professor Jennifer Frost (History) has received extensive media coverage for her new book *When Private Talk goes Public. Gossip in American History*. The book debates the value and importance of gossip as part of the political process. Associate Professor Frost was interviewed by Radio New Zealand's Wallace Chapman, TV3's *Firstline*, and the *New Zealand Herald*.

INNOVATION REWARDED

University of Auckland computer science students had a win in the Innovation category at the Microsoft Imagine Cup with their Estimeet App, which attracted interest in regional and national media, with coverage in the *Gisborne Herald*, *NZ Herald*, *Ashburton Guardian*, *Weekend Herald* and TV3 (*Firstline*).

EFFECTS OF OBESITY

Health policy reforms to combat obesity has been in focus in the media, with many outlets quoting Professor Boyd Swinburn (Global Nutrition, NIHI) and Professor Cliona Ni Mhurchu (Populaton Nutrition, NIHI). The *Sunday Star Times* ran a feature article on the increasing side-effects of obesity among New Zealand children who are needing expensive hip operations. Boyd also had an indepth interview on Radio NZ's *Nine to Noon* programme, speaking about his latest study of public health policies on childhood obesity and the need to implement reduction targets and restrict marketing of unhealthy foods to children. Cliona has had ongoing publicity around reducing sugar in our diets and interventions such as food taxes, subsidies, and nutrition labelling. Another member of the team, food policy researcher Dr Stefanie Vandevijvere, has had national and regional radio and print coverage of her research into unhealthy food marketing in children's magazines.

COMMENT REQUESTED

Chemical and Engineering expertise was in demand, with Dr Michelle Dickinson contributing comment on whether a daily aspirin may reduce the chance of cancer (TV3, *The Paul Henry Show*) and on how nanotechnology can help fight diabetes (RadioLIVE, *Sainsbury on Sunday*).

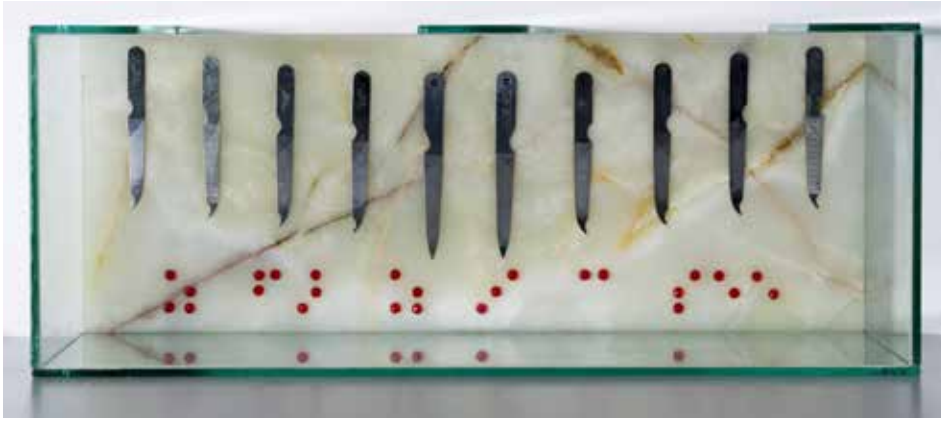
ONE OF THE SECRETS OF GOOD WINE

Yeast plays a vital role in wine-making, with the best-smelling yeast tending to produce the best wine. But until now, scientists puzzled over why yeasts produced attractive smells — or chemical "lures" — because to do so costs the organism energy. A new study by Dr Mat Goddard

(Biological Sciences) shows that the key to success for the yeast is to have the most attractive smell in order to lure fruit flies so that yeast dispersal is enhanced. "Yeasts can't move by themselves, so they have evolved to attract insects and hitch a ride on them," says Mat.

FROM THE COLLECTION

ART COLLECTION



Dealing with the knowledge that she would slowly go blind, poet Professor Michele Leggott published her lament for sight in the book *As Far As I Can See* (Auckland University Press, 1999), concluding: "But eyesight is not vision. The rest waits."

Denis O'Connor's sculpture is a tribute to the poet's courage in facing this fate. Within a glass box, he has lined up steel nail files in a regimented march across the face of a beautiful piece of onyx to refer to how Leggott's regret sharpened her poetic imagery. Inset in the onyx are red glass beads which function both as braille, spelling out the title of the work (and the book) and as re-imaginings of the pupil of the eye affected by *Retinitis pigmentosa*, the inherited degenerative eye disease which is causing the loss of Michele's sight. The redeye effect in flash photography occurs when there is a reflection off the retina, and what is seen is the red colour of blood vessels nourishing the eye appearing like the ruby beads in O'Connor's work. With the bead and files arranged in a pattern, O'Connor conjoins the idea of loss of sight with the function of objects changing just as body parts may change over a lifetime: "transformation's gift

taking place before my eyes," as Leggott puts it. The way in which the beads are disposed below the nail files also mimics the cover image of Michele's book. There the poet's name appears as a spaced text below a photograph of ornamental wrought iron work which arches up to hold an incandescent bulb in a glass lantern above. The black line with its curlicues frames a low-horizoned sunset view of golden clouds scudding across a deep blue sky while yachts in full sail set off purposefully across the Waitemata Harbour.

Related to the ironwork seen on the book's cover are the stainless steel nail files in O'Connor's sculpture which appear like the walking stick or cane referred to in Michele's poem: "she holds a snake a white/stick she gives/ into my hand and I go/ tapping into the world". Functioning like the ten digits of a human pair of hands, O'Connor's nail files allude to the means by which the poet would come to apprehend the world, reading faces and texts through her fingertips. When we view the toothed texture of the hard metal, the nail files come to convey not just their shape and basic function but come coded with associations of touch, fingers,

dexterity. Hastened by the onset of the disease that would later leave her blind, Michele sought to record the vividness of a world that would soon be lost to her. Just as her experiences had to be encapsulated in words, O'Connor's sculptural materials are here enclosed by an aquarium tank suggestive of a terrarium or glasshouse for preserving rare and fragile botanical specimens.

As always in O'Connor's work, the natural materials work with the manufactured and found objects to amplify meaning. In this case, it is the geological structure of the stone that supports the sculptor's ideas both physically and metaphorically. With light allowed to permeate translucently, the cryptocrystalline formation of onyx against which the files are arranged is like the poet's lost field of vision, where all sharp definition is lost and blurred. Inherent in the chaotic intertwinings of the two silica minerals, quartz and moganite, which comprise onyx, is the notion of occlusion, the world rendered opaque.

Appropriately, the Latin name, onyx, is derived from a Greek word meaning "claw" or "fingernail". This particular type of stone is known as Lime Onyx, a translucent Turkish marble, which is believed to have psychic properties that can enable a person to properly realise their vision.

O'Connor's *As Far As The Eye Can See* is on display at the Gus Fisher Gallery until 1 November as part of Gifted, an exhibition of works donated to the University of Auckland Art Collection.

■ Clair Thomas

Postgraduate student in Art History

ARTWORK: Felix Kelly (1915-1994) *Three Sisters* 1943, oil on paper, 210 x 255mm

CLASSIFIEDS

ACCOMMODATION AVAILABLE

APARTMENT FOR LEASE. Fully furnished spacious apartment in former Devonport Power Station, filled with historic character. Nestled into Mt Victoria, close to ferry, three-levels, five-bedrooms offer space for work and play, including a studio/creative workroom. Available for 12 months from 23 August 2014 or nearby date. \$1,200 pw. Listed on Trade Me (#DXJ075).

APARTMENTS FOR RENT. Call us for your rental requirements; we offer city apartments furnished/unfurnished, all sizes and prices; great rental deals for long-term leases; call rentals (09) 303 0601 or (021) 246 6710 at City Sales or rentals@citysales.co.nz or log on to www.citysales.co.nz/rentals

HOUSE SIT. Comfortable family home in Epsom available late September and October. Would suit someone coming to Auckland for the school holidays. Enquire to jaldeng@xtra.co.nz or phone (09) 624 5422 or mobile (021) 688 558.

ACCOMMODATION REQUIRED

HEALTH PROFESSIONAL, university lecturer as well as two teenagers looking for a three bedroom rental property/house sitting arrangement in Auckland central, ideal for sabbatical. We will look after your place. Please contact (021) 0795660/ (021) 1312227.

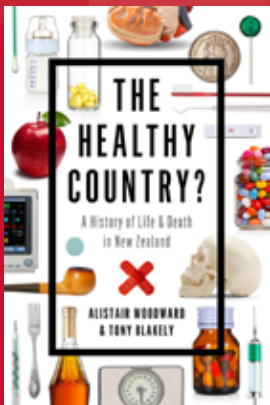
VISITING US PROFESSOR, her husband and one child, are looking for a 2-3 bedroom home to rent, 2 January-10 March 2015. Ideally with outdoor living space. Epsom, Mt Eden, Kingsland, Sandringham area. Please contact either Sienna, Sienna.R.Craig@dartmouth.edu or Ken, kennybauer@gmail.com

HOLIDAY ACCOMMODATION

WAIHEKE BACH. Charming family bach at Orapiu available over the Christmas holidays. Amazing views, close to the water and especially good for swimming at high tide, fishing and boating. Mooring available. Two bedrooms and refurbished sleep-out. Enquire to jaldeng@xtra.co.nz or 6245422 evenings.

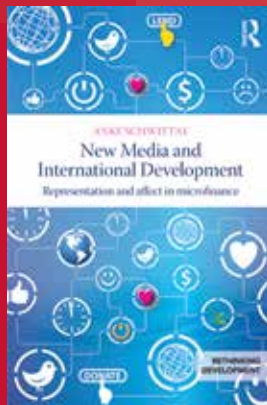
THE HEALTHY COUNTRY

Did Māori or Europeans live longer in 1769? How did Pākehā New Zealanders become the healthiest, longest lived people on the face of the globe – and why did Māori not enjoy the same life expectancy? And why was New Zealanders' health and longevity surpassed by other nations in the late twentieth century? Through quantitative analysis, presented in accessible graphics and lively text, the authors – Alistair Woodward, Professor of Epidemiology and Biostatistics at the School of Public Health at the University of Auckland and Tony Blakely, professor of Public Health at the University of Otago, Wellington – answer these questions by analysing the impact of nutrition and disease, immigration and unemployment, alcohol and obesity, medicine and vaccination. The result is a powerful argument about why we live and why we die in this country (and what we might do about it). *The Healthy Country?* is a decisive contribution to current debates about health, disease and medicine – and important reading for anyone interested in the extraordinary story of life and death in Aotearoa New Zealand from first Māori settlement to the twenty-first century.



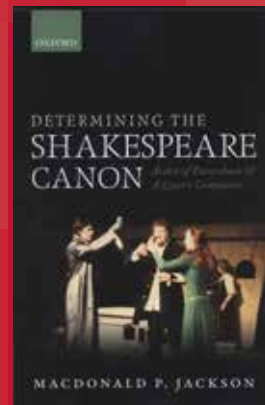
NEW MEDIA AND INTERNATIONAL DEVELOPMENT

This book, by Dr Anke Schwittay (Development Studies) is the first in-depth examination of the enduring popularity of microfinance with the publics of the global North (those on the economically privileged side of an economic divide). Through a case study of Kiva.org, the world's first person-to-person micro-lending website, and other microfinance organisations, the book argues that international development efforts have an affective dimension. This is fostered through narrative and visual representations, through the performance of development rituals, and through bonds of fellowship between donors of the global North and recipients of the global South. Through these practices people in the global North mobilise their affective investments (which are financial, social and emotional) in distant others to alleviate their poverty. This book draws on ethnographic material from the US, India and Indonesia and the anthropological and development studies literature on humanitarianism, affect and the public faces of development.



DETERMINING THE SHAKESPEARE CANNON

Determining the Shakespeare Canon: Arden of Faversham and A Lover's Complaint, by Emeritus Professor of English Mac Jackson (published by Oxford University Press in 2014) makes the case for adding the anonymously printed domestic tragedy *Arden of Faversham* (1592) to editions of Shakespeare's Complete Works, as a play to which Shakespeare contributed the middle scenes. So it adds to the mounting evidence that early in his career Shakespeare collaborated with other playwrights. Mac's innovative research has persuaded scholars preparing the *New Oxford Shakespeare*. He also demonstrates that publisher Thomas Thorpe's inclusion of the 329-line *A Lover's Complaint* within the 1609 quarto of Shakespeare's Sonnets was justified, despite recent attacks on the poem's authenticity. Its status is crucial to how critics assess the authority of the quarto's ordering of sonnets and interpret the structure of the sequence as a whole. The cover of Mac's book features Bruce Purchase as Thomas Arden in a Royal Shakespeare Company production.



MISCELLANEOUS

CINEMA GROUP: This is a group for University staff and students interested in filmgoing to attend European movies on a regular basis at the Lido and Academy Cinemas. Meet for coffee. All welcome. Contact aberens0021@hotmail.co.nz

CITY LEGAL SERVICES. Rainey Collins Wright is a small law firm centrally located at L1 Princes Court, 2 Princes Street. We are near the University, with good parking. We can assist with property transactions, trusts, wills, administration of estates, enduring powers of attorney and relationship property matters. Please phone our senior solicitor Nichola Christie on 379 5828 to discuss your needs, or email nchristie@rainey.co.nz | Visit www.rainey.co.nz

MEDENTRY UMAT PREP: Government accredited and internationally trusted registered training organisation offers quality focused training for UMAT. Aspiring doctors and dentists, year 13 students and first-year health science students, please visit www.medentry.co.nz

RESEARCH ASSISTANCE AVAILABLE. Postgraduate student. Previous experience and excellent computer skills. Please contact aberens0021@hotmail.co.nz or text (021) 085 10669.

TRAVEL. I have 12 years experience in booking all aspects of personal travel for university staff and lecturers. I pride myself in ensuring that your travel plans are sourced at the lowest possible costs and are tailor-made to your requirements. Contact Karen at Karen.embleton@mondotravel.co.nz or 940 0064 (wk) or (021) 188 7781.

UNIVERSITY OF AUCKLAND CLINICS: FREE HEARING TESTS FOR CHILDREN. Available for children 6 months to 5 ½ years at Tamaki (22 September-28 November 2014). Children will be tested by Master of Audiology students with experienced Audiologists supervising. Please phone (09) 923 9909 or email clinics@auckland.ac.nz

VOICE MATTERS. Quality voice recordings make special gifts for family or friends, and can become family or institutional heritage. Voice Matters provides professional interviewing and recording services for individuals, families and businesses. Visit www.voicematters.co.nz or phone 021 0624607.



SHAKING UP THE SECTOR

MOOCs (massive open online courses) are showing all the signs of being a disruptive technology, ie, one that displaces an established technology and shakes up the sector.

They have certainly captured the attention and investment of major players in higher education worldwide. They attract large numbers of students, with five-figure enrolments not uncommon. That up to 90 percent do not complete may not be the problem it would be by institutional standards. At this University the first two officially-supported MOOCs are lined up to launch before semester's end. The learning curve for those involved has been steep, though the value will no doubt be lasting.

Quite where all this effort will lead remains a matter of speculation. Some providers are exploring options to charge for certification for those who do complete. A few reports show MOOC graduates going on to enrol for accredited courses at the same institution. Apart from these atypical examples, the business model for MOOCs remains unclear. Like many other "new" technologies, MOOCs are being developed and used in ways that differ widely from the original intentions. The designers may not appreciate this. Times Higher Education ran a headline: "Original vision lost in scramble for profit and repackaging of old ideas." Stephen Downes and George Siemens, co-creators of the first identifiable MOOC, said: "they resemble television shows or digital textbooks with—at best—an online quiz component."

It is true the original philosophy of collective knowledge creation is not behind all MOOC designs. Many simply push out content and quizzes for students to work individually, with "opt in" opportunities for online discussion with tutors or peers. This seems to be useful for many learners. Low completion rates do not mean they don't learn anything useful or get what they want from the experience. It does reflect different aims and

motivation to students taking courses for credit at a price determined by institutions with established standards, desirable reputations and a viable business model. Reinventing different versions of a new idea is a necessary step, as end users see possibilities that designers don't. Reaching a critical mass depends on this, and sometimes the idea the designers never thought of turns out to be the best or most popular use scenario. Another common theme around new technologies in education is that speculation runs rife. In a sector that insists on evidence to support everything, it is rather amusing to see the same old hype recycled every decade or so. More risk-inclined operators such as venture capitalists back the possibility of an educational revolution to the tune of millions of dollars. Some find a niche market and reap high returns. There are generally more failures than successes though, and if the same future is in store for MOOC providers, cash-strapped universities may come to regret the speculation they are now involved in.

The problem with an innovation like MOOCs is that no one really knows where they are heading. The worthy aim to reach masses of aspiring students in developing countries is not reflected in current statistics. Most people signing up for MOOCs — as high as 70-80 percent — already have tertiary qualifications and are interested in the subject for personal rather than professional reasons. Some just want to know how MOOCs work, so numbers may drop once their curiosity is satisfied. There are, however, some excellent examples where specific markets and areas of demand are being targeted. Leading UK educationalist Diana Laurillard believes that MOOCs could help to solve real world problems.

"Technology is good at solving large-scale problems and education has plenty of these. Here are just a few: Student loan debt in the United States is higher than credit card debt; 40 percent

of student loan debt in United Kingdom will never be repaid; 1.6 million new teaching posts are needed to achieve the goal of universal primary education by 2015; by 2025, the global demand for higher education will double to approximately 200 million students per year, mostly from emerging economies." She went on to describe a purpose-built MOOC that helped to train new teachers in developing countries to meet the universal primary education goal. Taking advantage of the trend of qualified people enrolling in MOOCs, her team attracted 44 percent of their students from the right target group in a teacher education MOOC run by an international course team using free software tools, apart from the MOOC platform itself. Like the ubiquitous LMS, the platform was used to manage the course but not to facilitate the full range of learning activities. Using the pedagogy of authentic tasks, students developed and implemented plans for their own classes, and engaged in online discussion to reap the benefits of shared experience.

Not many MOOCs are designed with particular areas of demand in mind. The current trend seems to be to repurpose courses that institutions already do well and make them available to wider audiences. This may also prove to be a successful model, but the demand driven approach seems to have more appeal, particularly when MOOCs are seen as an extension of the concepts of Open Education and Learning Object Repositories that have been around for some time. Despite the hype and high levels of investment, these earlier innovations have not entered mainstream use, nor been adapted or repurposed as widely expected. They have been positive developments though, as MOOCs will undoubtedly turn out to be. Once the venture capitalists move on to the next great idea, the real educational value can be realised.

■ **Dr Cathy Gunn**
Deputy Director of CLear