

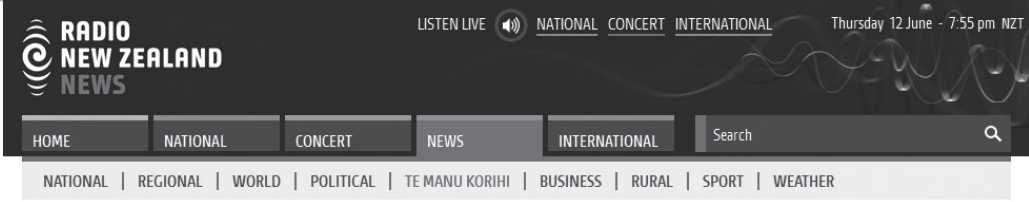
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Compréhension de l'écrit

Document



RADIO NEW ZEALAND NEWS LISTEN LIVE  NATIONAL CONCERT INTERNATIONAL Thursday 12 June - 7:55 pm NZT

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Maori King beer insulting - Tainui kaumatua

27 August 2011

1 A Tainui kaumatua¹ says an American beer called Maori King is insulting and should be renamed. Boutique brewery² Funkwerks of Colorado says it came up with the name as result of using New Zealand rakau hops³.

A co-founder of Funkwerks, Brad Lincoln, says he only found out there was a Maori King when

5 a New Zealander who came into the company's bar told them.

Mamae Takerei of Tainui says Funkwerks should have done its research, and the company has no excuse for not knowing about the Maori monarch.

Mr Lincoln says he hopes he's not offending the Kingitanga movement⁴. He has offered to send King Tuheitia a crate of the Belgian-style beer, described as dry, fruity and spicy, with an 8%

10 alcoholic volume.

RNZ

1. kaumatua are tribal elders, and Tainui are Maori tribes from the North Island of New Zealand.

2. brewery : a place where beer is made

3. rakau hops : a plant used to make beer

4. Kingitanga movement: the Maori King movement

Questions

Read the document and answer the following questions in English.

1 What kind of document is it? **1 pt**

It's an article published on a website

2 Indicate... **4 pts**

a. the name of the beer: Maori King

b. the name of the brewery: Funkwerks

c. where it was made: Colorado, United States

d. three adjectives describing its taste: dry, fruity and spicy

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3 Why did the brewery choose this name initially? 2 pts

The brewery chose this name initially because the brewery used
New Zealand hops to make this beer.

4 Who does this name actually refer to? 1 pt

It refers to a Maori monarch called Tuheitia.

5 Right or wrong? Correct the wrong statements. 3 pts

1. Mamae Takerei is the name of the Maori king. Right ☐ Wrong ☒

Mamae Takerei is a member of the Tainui tribe.

2. Brad Lincoln is a New Zealander. Right ☐ Wrong ☒

Brad Lincoln is an American, from Colorado.

3. A kaumatua is a Maori chief. Right ☐ Wrong ☒

Kaumatua is a Maori term for tribal elders.

6 What is the problem with "Maori King"? Tick the right answer, then explain your choice in your own words and justify by quoting from the text. 3 pts

☒ It is not respectful ☐ It does not taste good ☐ It is not healthy

It is disrespectful to the Maori people because the name of the beer refers to
the Maori king.

"A Tanui kaumatua says an American beer called Maori King is insulting".

7 Did the company know much about Maori culture? 2 pts

Justify with a quote.

Funkwerks didn't know much about Maori culture, as one of its owners says:

"he only found out there was a Maori King when a New Zealander who came
into the company's bar told them".

8 Did the Maori community forgive the company? 2 pts

Find the quote and explain why.

The Maori community did not forgive the company: "Funkwerks should have done
the research, the company has no excuse for not knowing about the Maori monarch".