



RECENTLY A SIGNIFICANT SLICE OF NZ NEWS MEDIA, who are dependent on advertising for survival, demonstrated that they know which side their bread is buttered on, by piling into the Government for mildly calling out members of a vulnerable family in Auckland, who went on a shopping spree, ignoring the instruction to isolate, after testing positive for the deadly COVID. Our media claimed that naming and shaming these folks by Ardern, was inconsistent with her mantra to “Be Kind”.

That’s after months of beefing from our Tourism and Hospitality sectors, calling for taxpayer handouts because of the loss of all those overseas visitors, and who are endlessly whingeing about their financial problems (which are of course real ... you would have thought they had realized starting out that all business is a risk). Surely the tourism and hospitality people who are on the TV News every night, demanding an end to lockdowns, are essentially advocating for more deaths from Covid? Same goes for the horticulture industry, who have been accumulating big profits for years endlessly bagging about labour shortages while for years they’ve been accumulating big profits, by exploiting cheap imported labour.

As for alleging that the PM’s Kindness mantra, has come back to bite her in the B., remember the Old Saying...“You sometimes have to be cruel to be kind.”



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From time to time people get worked up about pronunciation in the media and it may not matter much, except, of course, in the area of news and current affairs, which is supposed to be accurate in every way, simply because sloppy diction and pronunciation on radio and television, tends to undermine the credibility of the News reports themselves.

RECENTLY NOTED

“It’s a little bit DYI...” (RNZ THE PANEL MARCH 2 - probably meaning “DIY”).

“This recent eventuation...” (RNZ NINE TO NOON KATHRYN RYAN MARCH 5 - she meant either event or situation, but decided to instead invent a new word to cover every “eventuation”).

“Proibly” (Probably)... “Lie-col” (Local) ...“Remember to social distance...” (socially distance) (TVNZ 6 PM NEWS MELISSA STOKES).

“A New Error Has Begun...” Proibly means new ERA, which is pronounced “Eee-ra” (TV COMMERCIAL FOR NEW AUDI GAS GUZZLER).

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