**The Secret to Pronouncing Māori Place Names**

*“…it is my endeavour to add a little more light in order that this vexed question of pronunciation may be overcome.” wrote Henry Apatari in 1912.*

Needless to say the secret of it all depends entirely on the exact pronunciation of the vowels, as the consonants are pronounced, as in English.

**“A”** is pronounced like “r” without the roll as characterised by a Scottish person;

**“e”** like “e” as in enter;

**“i”** as “e” as in eat;

**“o”** like “or” without putting stress on the r;

**“u”** as “oo” in hook.”

It will always be noticed that every consonant is followed by a vowel, and that both are to be sounded together as in Ma-na-wa-tu. Should a vowel be at the beginning of a word or following another vowel it is to be sounded by itself as in A-wa-pu-ni and A-o-ka-u–te-re

Whakatauki:

***‘Ko te reo te Manawa pou o te Maori,***

***Ko te ihi te waimanawa o te tangata,***

***Ko te roimata, ko te huupe te waiaroha’***

***‘Language is the lifeblood of Maori,***

***The life force and the sacred energy of Man,***

***Tears and mucus are the spiritual expressions of feelings’***