

CONTENTS

List of Figures

1. Theoretical Introduction	x
1.1. The Problem Defined	1
1.1.1. 'Polynesia'	4
1.1.2. Social Reproduction and Tattooing	6
1.2. The Sailor and the Native	8
1.2.1. Taste and Degeneracy	11
1.2.2. The Epidemiology of Tattooing	18
1.2.3. Core Metaphor, Divergent Readings	21
1.3. The Skin as a Symbolic Form	23
1.3.1. Anzieu: The Skin-Ego	28
1.3.2. The Basic Schema of Tattooing	31
1.4. Conclusion	38
2. Western Polynesia and Fiji	40
2.1. Introduction	40
2.2. Samoan Politics and Alliance	44
2.3.1. Stair on the Samoan Tattooing Ceremony	51
2.3.2. Political Drama: The Passive Hero	53
2.4.1. The Myth of the Siamese Twins	58
2.4.2. The Neutral Party	62
2.4.3. Tattooing and 'Foreignness'	65
2.4.4. Nafanua	68
2.4.5. Why Siamese Twins?	69
2.4.6. Siamese Twins and Incest	74
2.5.1. Vitian Tattooing	77
2.5.2. Sociological Interpretation of the Samoa-Viti Gender Switch	80
2.5.3. Defloration versus Tattooing	82
2.5.4. The <i>Malu</i> Design	84
2.6.1. Tattooing, Wrapping, and Divestment	87
2.6.2. Tattooing and Childbirth, the Sealing of the <i>Pute</i>	91
2.6.3. Samoan Tattoo Iconography	95
2.7.1. Tongan Tattoo	101
2.7.2. Vae the Beautiful, Vae the Face-Wounder	104
2.7.3. 'Court' versus 'Demotic' Tattooing in Tonga	106
2.7.4. The Tui Manu'a	108
2.7.5. The Kaeppler-Kirch Model of Western Polynesian Exchange	109
2.7.6. Explanation and Critique of the Kaeppler-Kirch Model	113
2.8. Conclusion	120

3. The Society Islands	122
3.1. Introduction	122
3.2.1. Cosmology and Hierarchy	124
3.2.2. <i>Amo'a</i> : Contagion and Sacrifice	131
3.3.1. Moahi Tattooing	135
3.3.2. Interpretation: Tattooing and <i>Amo'a</i> (Desanctification)	138
3.4. Tattooing and Incest: The Moahi Tattooing Myth	142
3.5.1. The Arioi Cult	146
3.5.2. The Arioi as 'Sacrifices' to 'Oro	150
3.6. Conclusion	158
4. The Marquesas	163
4.1. Introduction	163
4.2.1. 'Devolved' Hierarchy	165
4.2.2. <i>Tapu</i> Rules and Grades	171
4.2.3. The Conservation and Dispersion of 'Difference'	174
4.2.4. <i>Pahupahu</i> : 'Wrapping' for the Child	176
4.2.5. 'Closure' and 'Multiplicity'	181
4.3. 'Rupture' and Immortality: Marquesan Mythology	184
4.4. Marquesan Tattoo Iconography	189
4.5.1. The Marquesan Tattooing Ceremony	197
4.5.2. <i>Ka'ioi</i> /Arioi/ <i>Aumanga</i>	200
4.5.3. 'Shitty Snout'	204
4.5.4. The <i>Opou</i>	206
4.5.5. Feasting Societies and Tattooing	207
4.6. The Non-Tattooing of the Chief of Ua Pou	209
4.7.1. Iotete's Demurrer	211
4.7.2. The Flaying of Iotete	213
4.8. Conclusions	217
5. Mangareva	218
5.1. Mangarevan Society: Encompassment Preserved	218
5.2.1. Fattening and Tattooing	223
5.2.2. Mangarevan Tattooing	225
5.3. Conclusion	231
6. Outer Eastern Polynesia	237
6.1.1. New Zealand: Introduction	237
6.1.2. Maori Society	238
6.2.1. Maori <i>moko</i> : Some Preliminaries	244
6.2.2. The Operation	246
6.2.3. Contrasting Styles: 'Classic' <i>moko</i> versus <i>moko kuri</i>	249
6.3.1. Tattooing Mythology: Irawaru	252
6.3.2. Tattooing Mythology: Mataora and Ina	254
6.4.1. Non-Tattooed Maori: <i>Tohunga</i>	259
6.4.2. Female Tattooing and Inviolability	263

6.4.3. The Moriri—'A veru <i>tapu</i> people'	268
6.5.1. Easter Island: Introduction	270
6.5.2. Easter Island Tattooing	272
6.6.1. Hawaii: A Feudal Polity	275
6.6.2. Hawaiian Tattoo	278
6.6.3. The Distribution of Hawaiian Tattoo	281
6.6.4. The Corruption and Decay of Hawaiian Tattoo	285

7. The Epidemiology of Polynesian Tattooing:

Concluding Comments	288
7.1. Introduction	288
7.2.1. The Classification of Polynesian Societies	289
7.2.2. The Plane of Tattooing	295
7.3.1. On Non-Tattooing	296
7.3.2. The Slope on the Plane of Tattooing	300
7.4.1. The Basic Schema of Tattooing and its Diverse Thematisations	303
7.4.2. The Analysis of Variations	304

Figures

Bibliography

Index

317

333

343