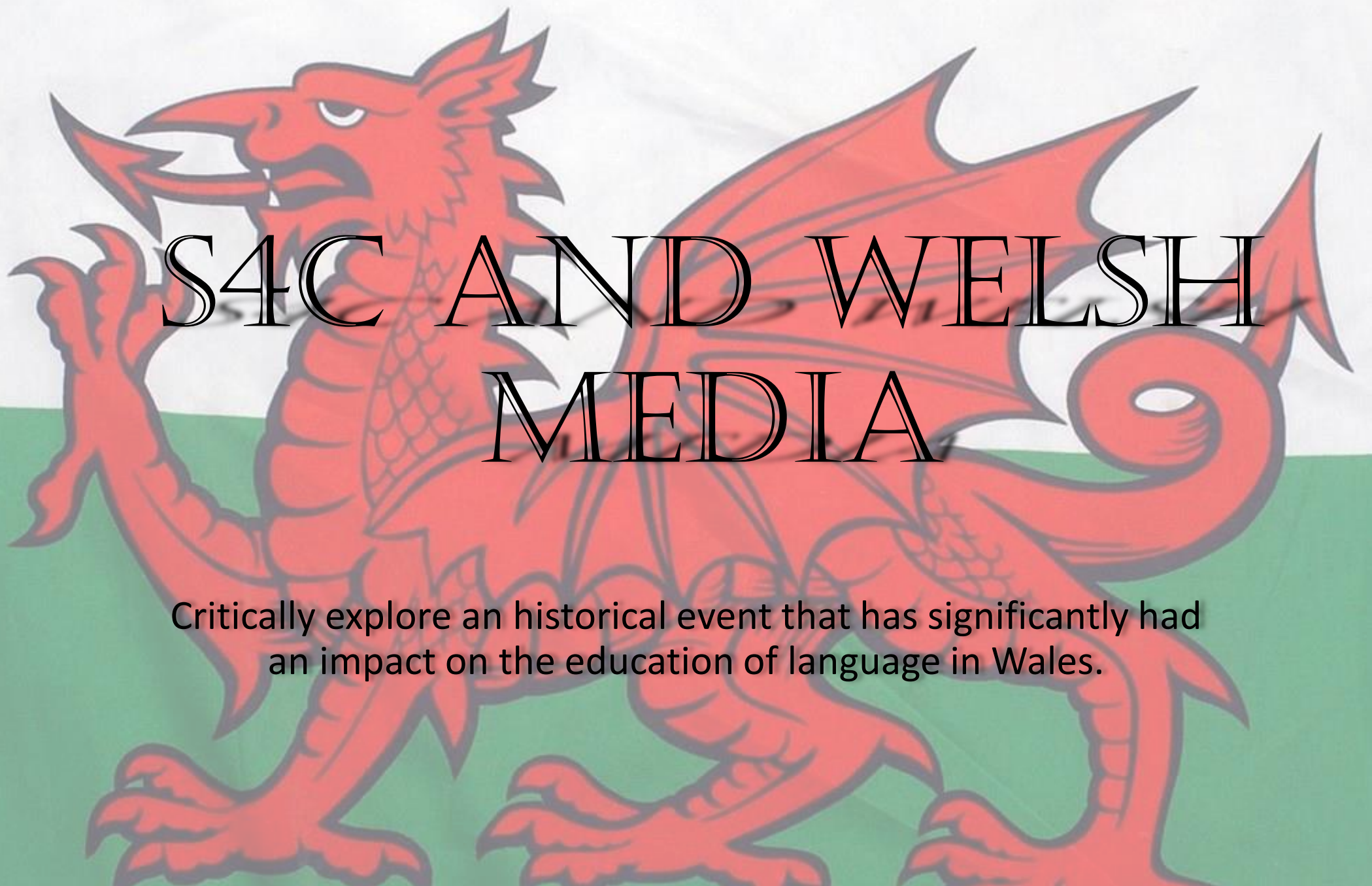


A large, stylized red dragon with a black outline, representing the national emblem of Wales. It is positioned in the background, facing left, with its wings spread and tail curled. The dragon is set against a background that is white at the top and green at the bottom, mimicking the colors of the Welsh flag.

S4C AND WELSH MEDIA

Critically explore an historical event that has significantly had an impact on the education of language in Wales.

Wales Cymru



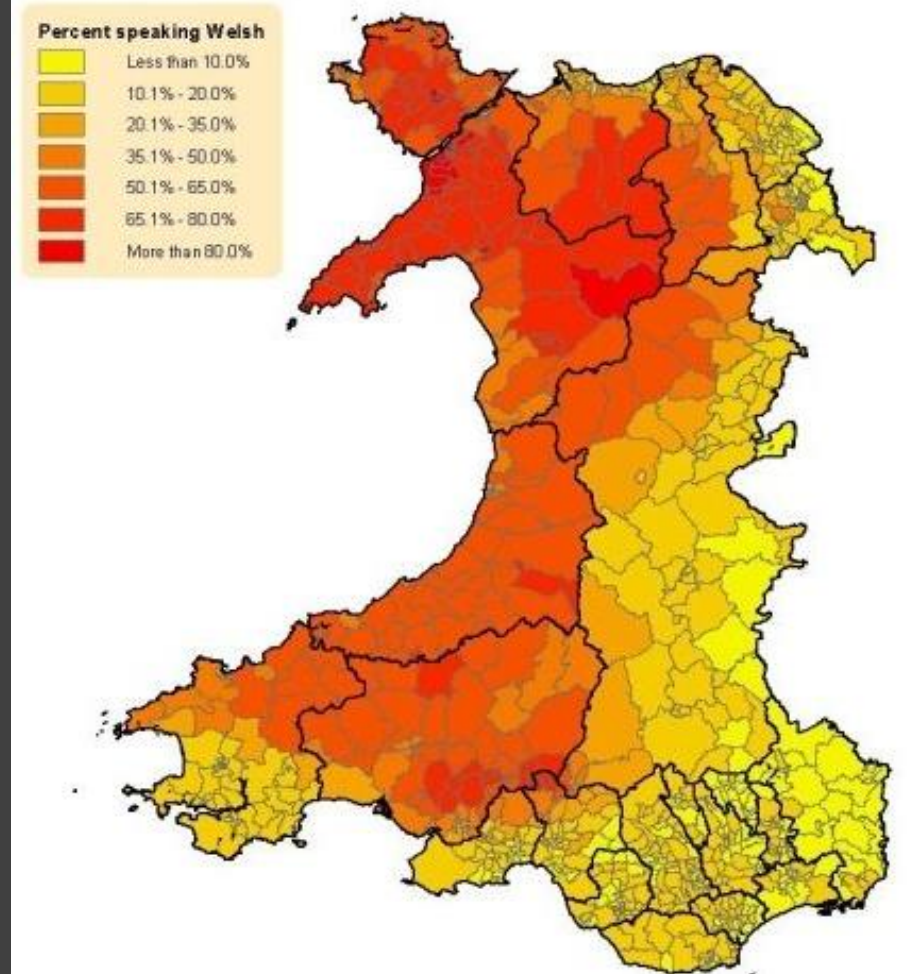
- Constituent unit, part of the United Kingdom. (Carter, 2020).
- Current Population : 3.15 Million, (2019 Statistic.) (Clark, 2020).
- Now Approx. 22 Counties. (Greenwich Mean Time, 2020).
- Consists of six major cities, others are recognised as large towns, towns and villages.
- Education is compulsory and state funded from ages of five to sixteen years.
- Welsh and English are the main two languages spoken. (Wales.com, 2020).

History of the Welsh Language

Hanes y Gymraeg

- One of the oldest living languages spoken today in Europe, potentially up to four thousand years old.
- Believed to have originated from the Celtic language spoken by the ancient Britons.
- With the English sovereignty over Wales in 1536, Welsh was largely banned and laws passed to remove the official status of the language.
- The Industrial Revolution proved to be another challenge for the language, as mass migration of English workers, making workplaces predominantly English speaking.
- By the 20th century it seemed that Welsh as a language was soon to be forgotten. After Political campaigns, rallies and sit-ins in Government buildings were undertaken, 1992 saw The Welsh language bill published, giving Welsh equal status to English as a language again. (Jacob, 2017).

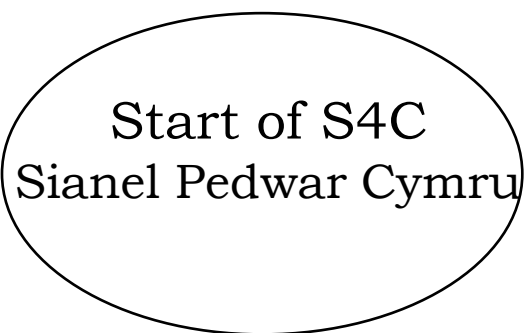
Estimated percentage of people aged 3 and over who said they could speak Welsh 2001
Electoral Divisions (2003) - Wales



Percentage for Wales as a whole = 21%
Source: 2001 Census of Population
Office for National Statistics - Crown Copyright



- Before 1982, a limited number of Welsh language programmes were broadcast on BBC 1 and ITV.



- During the 1970s, the UK government decided a fourth television channel would be established alongside BBC 1, BBC 2 and ITV.

- This proposed fourth channel was seen by many as an opportunity for a new beginning in public service broadcasting in Wales.

- Following intensive campaigning, S4C was established by the 1980/1981 Broadcasting Acts. (Shipton, 2013).

S4C (Sianel Pedwar Cymru - Channel Four Wales) started their first broadcast at Six O'clock on the evening of Monday 1 November 1982. To begin with, only twenty-two hours of Welsh language programmes were to be broadcast weekly, running alongside already listed English programmes from the Channel 4 service. (S4C, 2020).

The First programme aired was Super Ted, usually broadcast in both Welsh and English. Written by Daniel Williamson, Super Ted storyline was based In a toy factory. The teddy bear is put in a storeroom after being found to be defective. The teddy bear is then to be found by a cosmic being from outer space, known as Spotty Man. He then brought the teddy bear to life with his "cosmic dust". Spotty Man takes the teddy to meet Mother Nature, where Mother Nature gave the Teddy Bear special powers which gave him the power to fight evil. The Teddy Bear became the superhero known as SuperTed. (IMDB, 2020).

S4C Today

S4C Heddiw

The S4C logo is a teal-colored oval with a white border, containing the letters 'S4C' in a large, white, sans-serif font. The logo is positioned on the left side of the slide, with a dark grey swoosh underneath it. The background of the slide features faint, concentric circles in light grey and teal.

S4C

- Current viewing figures suggest that sport is the most viewed programme on S4C – Sgorio last month, had approx. ninety thousand, and Clwb Rygbi averaging with fifty thousand viewers.
- Welsh spoken programmes start at 6am, Cyw for children, and ending usually around 11.30pm before starting again the following morning.
- Pobol Y Cwm is a long running soap opera, filmed in Wales, for the Welsh speaking viewers of originally the BBC before being transferred to S4C in 1982. It broadcast its eight thousandth episode in September 2019.
- Rownd y Rownd, another welsh soap opera has been broadcasting on S4C since 1995, specifically aimed at the youth audience of Wales. (S4C, 2020).

Beginning of BBC Wales Dechrau BBC Cymru



On 13th February 1923 at 5pm, BBC broadcasting in Wales began when the British Broadcasting Company, opened its Cardiff station. Soon after, in December of 1924, the company opened a station in Swansea. (Medhurst, 2020).

BBC Cymru Wales was launched on the 9th of February 1964. it began providing twelve hours of programming a week, five hours of English and seven hours of Welsh.

The service soon began to establish itself with their Welsh viewers, introducing daily news programmes such as 'Wales Today' and current affairs programme 'Week in and Week out'.

The early part of the eighties in Wales was dominated by the establishment of the Welsh Sianel Pedwar Cymru (S4C). The BBC had been part of the discussion in creating the channel from the outset and under the terms of the 1980 Broadcasting Act, it was now required to produce around 10-11 hours of programming per week to S4C. Around 6-7 hours of Welsh language programming weekly had been produced up until this point, this was a considerable increase for BBC Wales. (Medhurst, 2020).

“BBC Cymru Wales is the only broadcaster producing services in English and Welsh for radio, TV and online, reflecting Welsh life and talents in all their variety in programmes designed specifically for audiences in Wales.” (BBC Wales, 1998).



Llywodraeth Cymru
Welsh Government

Welsh Language Act 1967

This Act gave the right to use Welsh court proceedings in Wales, previously diminished during the sovereignty.

It also repealed the provision in Part 3 of the Wales and Berwick Act 1746 that the term “England” should include Wales. This Act gave the language equal validity but not equal status.

Welsh Language Act 1993

This Act established 'in the course of public business and the administration of justice, the Welsh and English languages are to be treated on the basis of equality'. (Law Wales, 2020).

2011 saw the Welsh Language Commissioner role created by the Welsh Language Measure, to be made effective April 2012. Their role was predominantly to ensure the Welsh language should not be treated less favourably than the English language in whilst in Wales, and anybody should be able to live their lives in Wales through the medium of Welsh if that is their wish. (Law Wales, 2020).

It is the Welsh Government's policy that all pupils should study Welsh from ages 3-16, either first or second language. Welsh was first included in the national curriculum following the Education Reform Act 1988, which added Welsh as a core subject in relation to schools in Wales which are Welsh-speaking schools. Welsh as a subject became a compulsory subject for all learners in Wales in Key Stages 1, 2 and 3 in 1990, in all schools not just those whom taught in the medium of Welsh. (Welsh Government, 2020).

Successful Futures - Donaldson

The new curriculum devised by Professor Donaldson had this to say in its summary (2015), about the teaching of Welsh in schools, “Many people see the Welsh language as a real strength of the education system. However, the place of the Welsh language in the curriculum needs to be strengthened.”

The reports findings suggest that everyone should learn Welsh up to the age of sixteen. There should also be a focus in schools on learning Welsh to communicate, in conversation and understanding and that the Welsh Government should make Welsh language qualifications at sixteen to focus on speaking and listening and using Welsh in the workplace. (Donaldson, 2015).



Donaldson’s successful futures curriculum is divided into four key - purposes that will ensure all children will be:

- ambitious, capable learners.
- enterprising, creative contributors.
- healthy, confident individuals.
- ethical, informed citizens.

To be ethical and informed citizens the report suggest this would mean children would then be ready to be citizens of Wales and the world. (Donaldson, 2015.)

Welsh Medium Education

Addysg Gyfrwng Cymraeg

With the rise of the number of Welsh Medium schools now in Wales and Welsh still compulsory in the curriculum, there are now more resources made readily available to Local Authorities to help further the education of pupils and help engagement.



Tric a Chlic, the national Welsh synthetic phonics system, was created by Peniarth. It's a teaching system, similar to Read Write Inc used in English medium settings, helping to teach children in Foundation Phase phonics, before helping to then blend the sounds learnt to form words, and then begin to read books for themselves. (Peniarth, 2020.)



Peniarth

Peniarth are a company producing Welsh medium resources for schools and parents alike. Established in 2009, by the University of Wales Trinity Saint David (UWTSD), they have to date published over three hundred educational books, and over fifty online interactive resources and apps for education in Wales. (Peniarth, 2020.)

Other Educational Resources made in Welsh Adnoddau addysgol eraill yn Gymreag

Tedi Twt and Doli Glwt resources were created by the Welsh Government to be distributed by Local Authorities to aid schools in the teaching of Welsh as a Second Language. Resources include books, posters and small games.

With the help of modern day technology, Cyw, originally created as a children's television program for S4C have developed a website and app for children to carry on their education after watching, and on the go. These can be accessed online at home, or in schools with songs, games, activities and show streaming all readily available with an easy navigation system made with children in mind.

ThudMedia (2020), whom developed the website said, *"Our aim was to design an online platform that kids would be able to navigate with very little parental guidance.. we created the Home screen as a bold navigation area with minimal text for younger web surfers."*



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