

CELEBRATING LANGUAGE & CULTURAL BELONGING TO WALES

S4C



WHAT IS THE POWER POINT GOING TO GO THROUGH

- WHAT IS IDENTITY AND BELONGING IN WALES?
- THE HISTORY BEHIND S4C
- HOW S4C HAS IMPACTED WELSH EDUCATION
- POSITIVES OF S4C
- CRITIQUES OF S4C
- WELSH SPEAKERS ACROSS WALES
- SUMMERY
- REFERENCES

IDENTITY AND BELONGING



- "IDENTITY IS MULTI-FACETED, MEANING THAT A COMBINATION OF MANY TRAITS FORMS ONE IDENTITY. AN IDENTITY CAN BE DEFINED AS ANYTHING, DEPENDING ON WHAT YOU WISH OTHERS TO PERCEIVE AND HOW OTHERS WISH TO PERCEIVE YOU". (MINDMETAPHORS.WEEBLY.COM).
- "BELONGING MEANS TO FEEL A SENSE OF WELCOME AND ACCEPTANCE TO SOMEONE OR SOMETHING." (MINDMETAPHORS.WEEBLY.COM)
- RUGBY, LANGUAGE, EISTEDDFOD, ST DAVID'S DAY, WELSH CUISINE

HISTORY AND BACKGROUND OF S4C

- **FIRST AIRED MONDAY 1ST NOVEMBER 1982**
- **STARTED WITH 22 HOURS OF WELSH LANGUAGE PROGRAMMES A WEEK**
- **NOWADAYS IT BROADCASTS 115 HOURS A WEEK**

(INTRODUCINGS4C.CO.UK)



News.bbc.co.uk



Radiotimes.com

HOW HAS S4C HAD AN IMPACT ON WELSH EDUCATION?

- **“OLDER CHILDREN (AGED 3+) CAN LEARN SOME VOCABULARY FROM TELEVISION” (JOHNSON. D 2008)**
- **S4C HAVE PARTNERED WITH THE WELSH GOVERNMENT AND OTHERS TO DEVELOP EDUCATIONAL PACKS TO ACCOMPANY THEIR TV SHOWS (S4C 2020)**
- **S4C PROVIDES A DIGITAL PLATFORM FOR WELSH ENGAGEMENT AND MEDIA TO ENSURE THAT IT REMAINS A “VIBRANT AND RELEVANT LANGUAGE”. (S4C 2020)**

POSITIVES

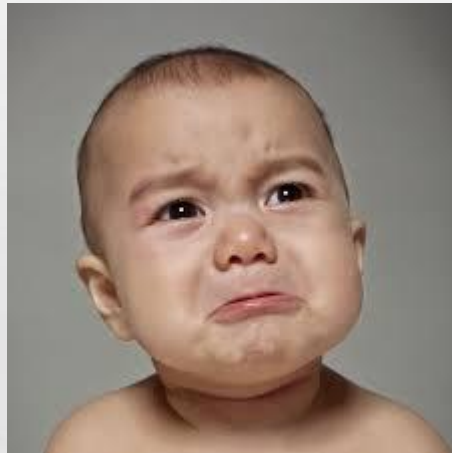
- MAKES A DYNAMIC CONTRIBUTION TO THE LINGUISTIC, CULTURAL, SOCIAL, ECONOMIC AND PUBLIC LIFE OF WALES. (S4C.CYMRU).
- ACCORDING ROWELSKA (2017) THE S4C PLATFORM IS ENCOURAGING WELSH SPEAKERS AND INCREASING THE USE OF WELSH LANGUAGE (ROWELSKA, 2017).
- INCREASES CHILDREN AND ADULTS SENSE OF IDENTITY BY SEEING MEDIA REPRESENTATION.

CRITIQUES OF S4C

ONLY ONE CHANNEL!!!



Bishopstevensblog.com



Goodhousekeeping.com



Shuttershock.com

STATISTICS

OVERALL

WALES - 28.3% OF WELSH SPEAKERS IN 2020.

HIGHEST

GWYNEDD- 75% OF WELSH SPEAKERS.

LOWEST

MONMOUTHSHIRE-17% OF WELSH SPEAKERS. (WELSH GOVERNMENT 2020)

WELSH SPEAKERS ACROSS WALES

<https://www.youtube.com/watch?v=UWWE4U7RPD4>



TO SUM UP...

- **S4C HAS PLAYED A VITAL ROLE IN PROMOTING THE WELSH LANGUAGE, FOR ALL AGES**
- **CREATES A SENSE OF IDENTITY FOR WALES**
- **NEED MORE CHANNELS TO KEEP THE LANGUAGE ALIVE**
- **ACCENTS**



REFERENCES

Mind metaphors. *English and psychology collide*. Weebly. Available at <https://mindmetaphors.Weebly.Com/identity-and-belonging.Html#> [accessed on 27/10/2020].

Rolewska, a (2017). Opinion paper: *the situation of s4c*. Welsh language commissioner. Cardiff.

Welsh government (2020), *welsh language data from the annual population survey: April 2019 to march 2020*, welsh government, Cardiff

Johnson. D (2008), *how myths about language affect education*, the university of Michigan press, Michigan

S4c (2020), *Ysgol Cyw*, available at: <https://www.S4c.Cymru/en/learn-and-play/>, [accessed on 27/10/2020]

S4c (2020), *chapter 2: an s4c for tomorrow – our vision*, available at: <https://www.S4c.Cymru/gwthiorffiniau/chapter2.Html>, [Accessed on 27/10/2020]

<https://www.Shutterstock.Com/search/shocked+girl> [Accessed 30/10/2020].

<https://blogs.Oxford.Anglican.Org/how-to-be-angry/> [Accessed on 30/10/2020].

[:https://www.Goodhousekeeping.Com/uk/health/health-advice/a559905/why-crying-is-good-for-your-health/](https://www.Goodhousekeeping.Com/uk/health/health-advice/a559905/why-crying-is-good-for-your-health/) [Accessed on 30/10/2020].