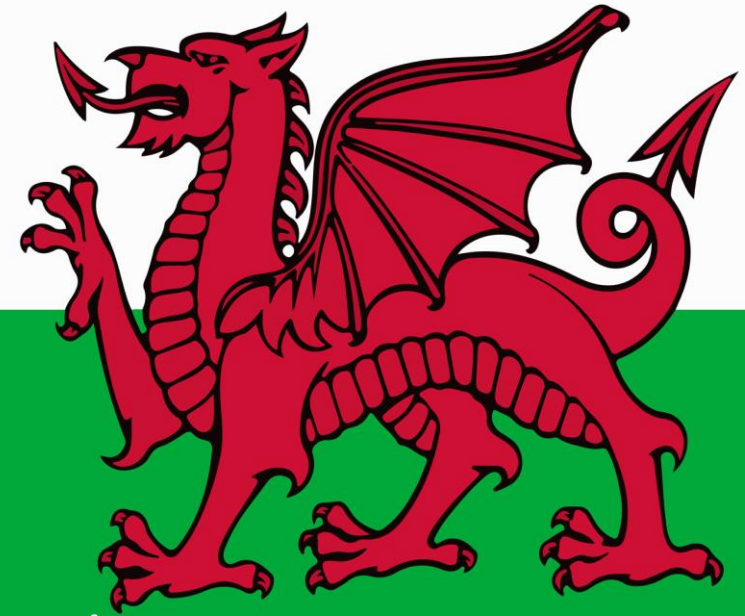


The S4C logo consists of the letters 'S4C' in a bold, white, sans-serif font. The letters are positioned on a teal-colored background that is shaped like a parallelogram, slanted to the right.

S4C

(www.logos.fathom.com)



- To consider the historical and political events that led to the advent of S4C.
- The impact of S4C on the Welsh language.
- The future of S4C.

WALE S4C YMRU

(www.logos.fathom.com)



- S4C - First aired on 1st November.1982 at 6pm

“Super Ted”

https://www.youtube.com/watch?v=f_JRoq9W99U

- Initially 22 hours of Welsh Language programmes per week –
Currently 115 hours per week including sport, drama, music, news,
entertainment and children’s programmes that start at 6am.

Language rights in law.....

➤ **Article 30** United Nations Convention of the Rights of a Child (1989).

“a child from a minority or indigenous group has the right to learn and use the language, customs and religion of their family, whether or not these are shared by the majority of the people in the country where they live”. (Unicef).

➤ **Article 27** Universal Declaration of Human Rights (1948).

“the right of access to, participation in and enjoyment of culture. Cultural rights include the rights of individuals and communities to enjoy and make use of cultural heritage and cultural expressions, as well as the right to play an equal role in the identification, safeguarding and transmission of their cultural heritage”. (UN)

➤ **Welsh Language (Wales) Measure 2011**

To “ensure that the Welsh language is treated no less favourably than the English language” (WG, 2016).

A little bit of history.....

- Cymdeithas yr Iaith Gymraeg – Welsh Language Society.
- 2nd February 1963 – Trefechan Bridge, Aberystwyth.
- Simple goal - Equal status for Welsh in Wales and not to be oppressed by the English.
- ‘A non violent society but prepared to break the law for our cause because the law is supporting the English Language in the oppression of the Welsh language’ (Dafydd Iwan, 1969).



Trefechan Bridge, Aberystwyth
1963



Protests at National Eisteddod at
Gowerton, Swansea 1980.



Signs dumped outside a police station in
Dolgellau in 1975.

Just a bit more history.....

- U turn by the Conservative Government following 1979 election although a fourth Welsh channel was promised in manifesto.
- January 1980 – Geraint Morgan *‘Many people in Wales had voted for the Conservative party in the belief it would institute a Welsh language channel’*.
- 1980 – Gwynfor Evans – Former Plaid Cymru MP for Carmarthen threatened a hunger strike.
- Gwynfor Evans action seen as a major catalyst towards the birth of a Welsh Language TV channel.
- <https://www.bbc.co.uk/programmes/p016klzt>
- 17th September. 1980 – Mr. Whitelaw – Home Secretary announced a single fourth channel for the Welsh Language.
- 1980/1981 Broadcasting Act.



Welsh T.V before 1982....

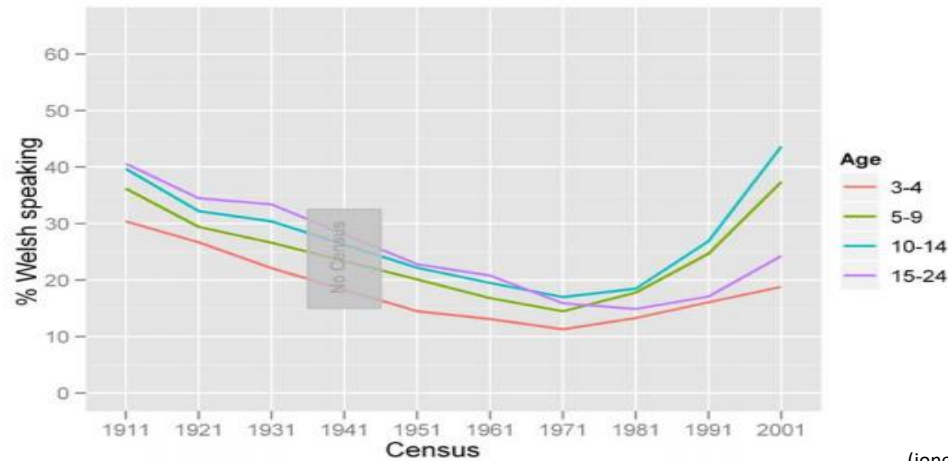
- First Welsh programme broadcast 1953.
- A limited number of Welsh programmes were broadcast on BBC1 and ITV.
- During 1970's the Government decided that a 4th T.V channel would run along side BBC1,BBC2 and ITV.
- Longest running UK soap broadcast on 16th October 1974 on BBC1 Wales – Pobl Y Cwm.
- Pobl Y Cwm first transmitted without subtitles on 24th February 1981.
- Pobl Y Cwm transferred to S4C in 1982.



- **Interesting fact...** During World War 2 – The daily Welsh Broadcast of the world news was broadcast at 5pm ahead of the English broadcast at 6pm.....

Has S4C improved the use of the Welsh language?

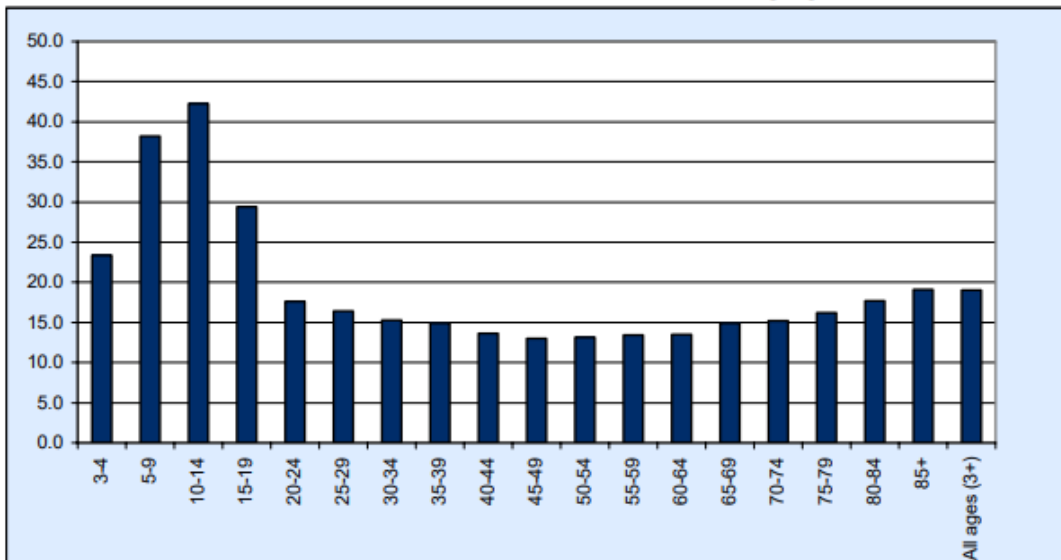
Figure 3: % of Welsh speakers by age group, 1911-2001: those under 25



(jones,2010)

- Introduction of S4C in 1982.
- Education Reform 1988.
- Welsh medium nurseries – Meithin 1971

Chart 3: Proportion of people able to speak Welsh, detailed age groups, 2011



(statistics for Wales,2012).

2011 Census

Current T.V Listings

- Children's programmes from 6 am. (Cyw - Thomas The Tank, Paw Patrol).
- News and current affairs. Heno.
- Sport – Rugby (Pro 14, Six Nations), cycling and football.
- Entertainment/documentaries – cookery and farming.
- Sunday – Songs of Praise/Religious.
- Soaps – Pobol Y Cwm & Rownd a Rownd.
<https://www.youtube.com/watch?v=leyJFbb107s>
- Drama – Y Gwyll (Hinterland), Un Bore Mercher (Keeping Faith).



Current S4C Provision.

- Close relationship with BBC
- £74.5 million funded through Licence fee.



(Radiotimes, archive)

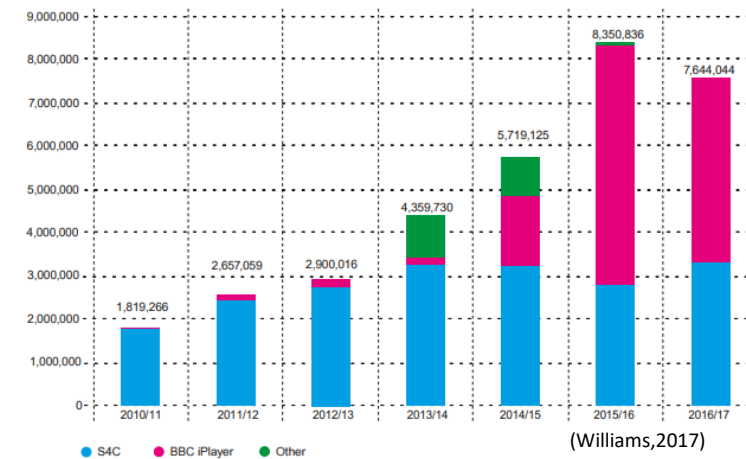


(Facebook)



(Rugby365.com)

Figure 2: Viewing sessions for S4C programmes on S4C Online and BBC iPlayer¹³



- Written word recognition available on Google, Apple and Microsoft

Welsh Film/T.V Industry.

- Sherlock.
- The Crown.
- His Dark Materials.
- Doctor Who.
- Sex Education – (Netflix).
- Da Vinci's Demons.
- Skins.
- Gavin and Stacey.
- Casualty.
- Being Human.
- Hinterland – set in Aberystwyth. Police detective drama.
- Keeping Faith – Un Bore Mercher. BBC Wales/S4C broadcast.



Future of S4C.

- Improve geographical range  Welsh speakers abroad.
- Voice recognition on digital devices
- Continued agreement with the BBC i Player – 2028.

"A confident and independent S4C, free to work across all the digital media with a clear vision, new energy and in a strategic partnership with other organisations, including the Welsh Government, would have a huge impact on the future of the Welsh language and the target of a million speakers by 2050."

— Professor Ruth McElroy and Hywel Wiliam
Faculty of Creative Industries, University of South Wales

- Continue to deliver high quality content.
- Maximise commercial investment.

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