



Celebrating Language and Cultural Belonging to Wales. (SJIE5004)





S4C

"In previously unseen documents, William Whitelaw said that changing the Conservative government's policy in favour of a Welsh-language channel would also "have the advantages of persuading Mr Gwynfor Evans, the leader of Plaid Cymru, to withdraw his threat to fast to death".

However, the then Secretary of State for Wales Nicholas Edwards stressed that he had made it clear to the press that "the change had been made in response not to violence but to moderate opinion following very wide consultations in Wales"

(BBC News,2010)

What is S4C?

Sianel Pedwar Cymru

-Welsh television channel

-First broadcasted on Monday 1st November 1982

-Originiated with 22 hours of Welsh language programmes.

How did S4C begin?

-In 1970 Welsh language activists campaigned for a welsh tv service

-General election in 1979

-Conservative party won, but the home secretary refused a fourth channel

-Welsh protesters refused to pay their tv licences and held sit ins at studios.

-In 1980 the president of Plaid Cymru threatened a hunger strike.



“In contributing towards creating new Welsh speakers and promoting the use of Welsh language, S4C does not operate in a void. It is essential that S4C works with others for the benefit of the channel and the wider efforts to support the language.”

(Rolewska, 2017).

Partnerships

Some partnerships S4C have worked on are as follow below

- On/ off screen initiatives in partnerships with the Welsh books council and theatres.
- Working with different organisations such as Urdd Gobaith Cymru and the Welsh Government
- Working together with multiple organisations to create an app

S4C has worked alongside others to create opportunities

- Committed to develop workforce Welsh language skills
- Supporting educational activities.
- Invested in training opportunities
- Active partnerships to offer individual programmes to students.

How S4C has adapted



<https://en.wikipedia.org/wiki/S4C>

Since 1982, S4C has continued to keep up with their ever growing audience by,

- providing a diverse range of programmes
- keeping Welsh at the heart of S4C
- Their social media influence
- Use of their S4C website
- S4C/BBC iplayer catchup service
- Increased viewer numbers
- Changing with the times
- Giving the public what they want to see
- Attracted and maintained new viewers
- Provided tv programmes that are current and in the welsh language



<https://en.wikipedia.org/wiki/S4C>

Byd Cyw



<https://www.s4c.cymru/en/cyw/grown-ups/post/19365/new-byd-cyw-app/>



<https://www.s4c.cymru/en/stwnsh/>

S4C apps

S4C have created numerous apps in the Welsh language for a range of ages.

- 'Stwnsh', an app providing games and information for children up to and including the foundation phase.
- 'Amswer Maith Maith', another app which teaches history to children, including key historical events, including Welsh culture
- BBC iplayer/S4C catch-up- A service providing an opportunity To watch the channel live or catch-up on the channel at any time after the programme has aired.

Byd Cyw- A new app that allows access to live shows or catch-up shows for children.

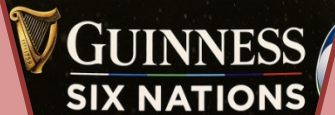


S4C programmes



Sport

- Rugby
- Football
- Marathons
- Rally driving
- Womens football
- cycling
- swimming



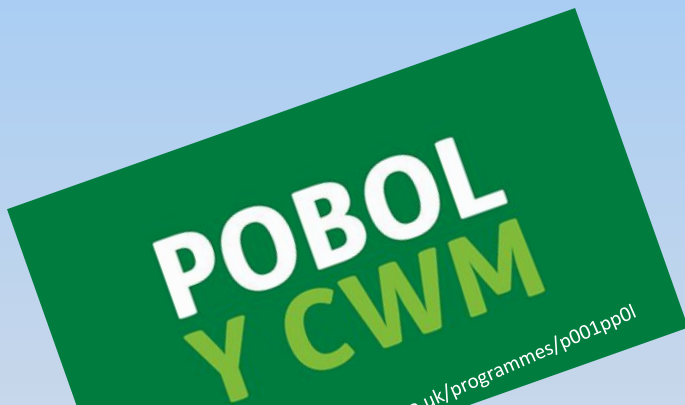
<https://www.s4c.cymru/en/press/post/35532/2020-six-nations-kicks-off-a-fresh-start-for-wales/>

Music

- Dancing and interviews programme-
-Dechrau Canu Dechrau
- Another is Noson Lawen , including welsh performers
- Thirdly Band Cymru, hosting competitions for bands in Wales.



S4C programmes



Drama/soaps

- Pobl y cwm (People of the valley), a popular soap offering english translations
- Rownd a rownd, a Welsh drama based in North Wales



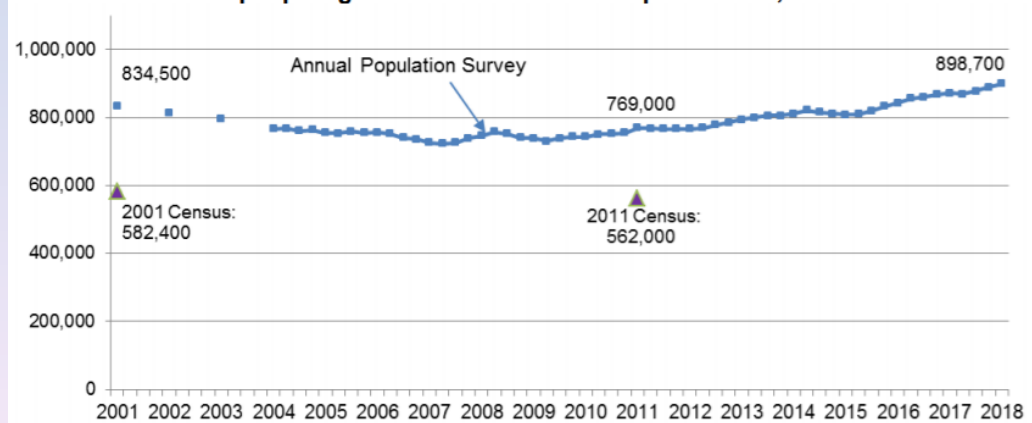
Childrens Programmes

- First ever programme was childs programme SuperTed.
- Today a wide variety of shows are availavle, some being Bing, Amswer math,Caru Canu,Heni.
- Childrens apps and games are also available online.



Statistics of the Welsh language

Chart 1: Number of people aged three or over able to speak Welsh, 2001 to 2018



<https://gov.wales/sites/default/files/statistics-and-research/2019-05/welsh-language-results-annual-population-survey-2001-to-2018.pdf>

The Welsh Government's Welsh language strategy Cymraeg 2050 sets out a vision for reaching a million speakers by 2050. The trajectory towards a million Welsh speakers was based on 2011 Census data and the strategy clearly states that progress towards this target will be monitored using future census data. However, as the census is only held every ten years, there is a desire to monitor progress more frequently.

(Welsh Government, 2019)



Statistics

“The wide range of quality Welsh medium content provided by S4C is essential in order to create new Welsh speakers and support the use of Welsh.”
(Rolewska, 2017).

“The number of **Welsh** speakers in **Wales** has risen by more than 10% since **S4C** was launched in 1982. The **language** today thrives and **is** used by nearly three quarters of a million people in **Wales** and the UK to differing extents in their lives – at home, school, work and leisure.”
(S4C, no date)

In 2015/16 we achieved our highest weekly UK television viewing figures in nine years, (629,000). Across the year, 9.9m people viewed S4C content throughout the UK (up from 8.4m in 2014/15) (S4C, no date)

11.5 million people throughout the UK watched **S4C** on television at some time during 2019–2020. On average, 702,000 people throughout the UK watched the channel on TV every week. ... 142,000 Welsh speakers in Wales watched **S4C** each week during this period.
(Wikipedia, no date)



How the S4C has impacted on the Welsh language

The Welsh channel has had a positive impact on the Welsh language by

- Offering work opportunities through the medium of Welsh
- Helping independent companies grow and supporting supply chains across Wales
- It works in partnerships with others promoting the use of the Welsh language
- Ensures that Welsh speakers can feel their needs are being met in the modern times.
- Promoting itself across a wide variety of online platforms, gaining an ever growing amount of followers and viewers.
- S4C have achieved keeping the channel on air for over 30 years, ensuring Welsh is heard and learnt, allowing it to still be an everyday used language throughout Wales.
- Number of Welsh speakers has grown by more than 10% since 1982 when S4C began.

“S4C gives the Welsh language an important economic foothold by placing value on Welsh language skills in the workplace and offering work opportunities through the medium of Welsh” (Rolewska, 2017).

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