

The image shows a stylized, torn-edge circular graphic of the Welsh flag. The flag features a red dragon passant on a green and white background. The dragon is depicted in a vibrant red color with orange and yellow highlights, standing on a green field. The background of the flag is white with a blue sky and white clouds. The entire graphic has a distressed, torn-paper texture.

Celebrating Language and Cultural Belonging to Wales- (SJIE5004)

What is S4C?

- ❖ S4C stands for Sianel Pedwar Cymru (Channel 4 Wales)
- ❖ S4C is a Welsh language channel which provides a variety of TV programmes in Welsh.
- ❖ Number of programmes aimed at viewers of all ages.
- ❖ Online catch up, Clic, BBC iPlayer and children's applications.



What is S4C?

- S4C can be viewed across the UK. Some programmes are available to watch throughout the world via the online service.
- S4C show programmes of different genres such as;
 - Documentaries,
 - Dramas
 - News,
 - Children's programmes
 - Entertainment,
 - Sports events,
 - Music.
- These programmes are shown in Welsh and are available for the use of English subtitles and English language soundtrack.



<https://www.s4c.cymru/en/about-us/>

The making of the S4C



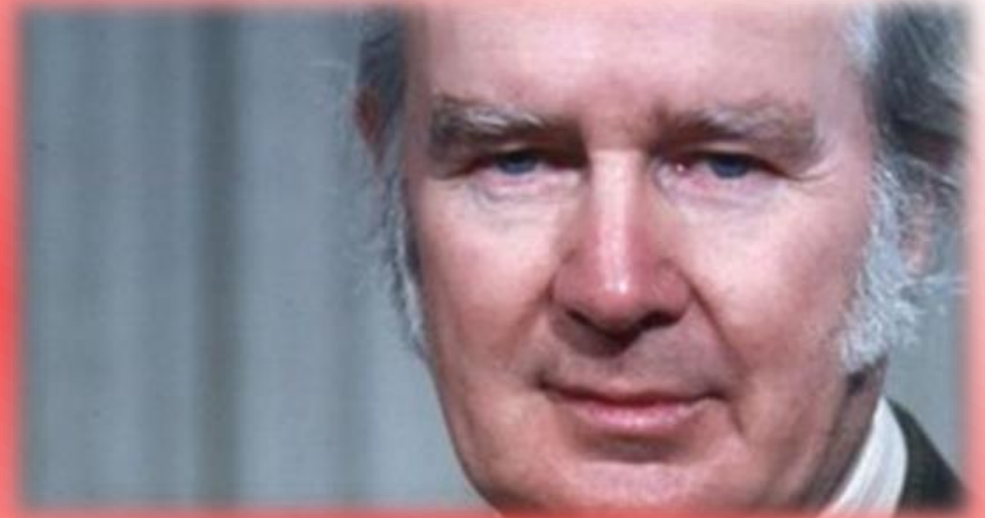
<https://teawithmarykate.wordpress.com/tag/welsh-flag/>

“During the 1970s, Welsh Language activists campaigned for a TV service in the language.” (Shipton, M. 2013)

- ❖ Labour and Conservatives both promised the Welsh fourth channel if they were to win the general election.
- ❖ Tories won the election, Mr Whitelaw decided against the channel.
- ❖ Over 2,000 individuals refused to pay TV licences until a Welsh language channel was provided.

Gwynfor Evans

- ❖ 2 years before the S4C first aired on TV, Gwynfor Evans who was a former Plaid Cymru MP had threatened to go on a hunger strike in aid to fight for Welsh language TV services.



<https://www.bbc.co.uk/news/uk-wales-12062288>

“Following pressure from Gwynfor Evans and other campaigners, Mr Whitelaw announced on 17 September 1980 that the government would set up a single channel, as originally proposed in their manifesto.” (BBC News, 2010)

S4C

- Before the S4C was created, Welsh language programmes were only given slots during night time or early afternoon.
- Campaigners believed there should be a channel dedicated to Welsh Speakers.
- S4C was first aired at 18:00 on 1st November 1982.
- Only 22 hours of Welsh language shows a week were broadcast. These programmes were alongside English programmes.
- S4C now broadcasts 115 hours of Welsh shows a week.

Viewings and Figures

- Viewings from week ending 06/09/2020, programmes had viewings as little as 23 thousand to 91 thousand.
- Back in 2010 before they only broadcasted welsh programmes and had English shows on the channel alongside welsh programmes, the viewings for the English shows were as little as one thousand.
- In 2004, Welsh soap drama Pobol Y Cwm had viewings from 127 – 181 thousand. This amount of viewings decreased to 71 to 97 thousand in 2010.

How has S4C impacted the Welsh Language?

- The Campaigners believed that having a Welsh language TV service would improve the position of the Welsh language.

The S4C explains that *“For over 30 years we have provided constant opportunities for people to hear and learn welsh, and to be informed and entertained in welsh.”* (S4C, P.4)

- S4C aim to encourage and teach individuals to speak and learn welsh language while being informed and entertained.



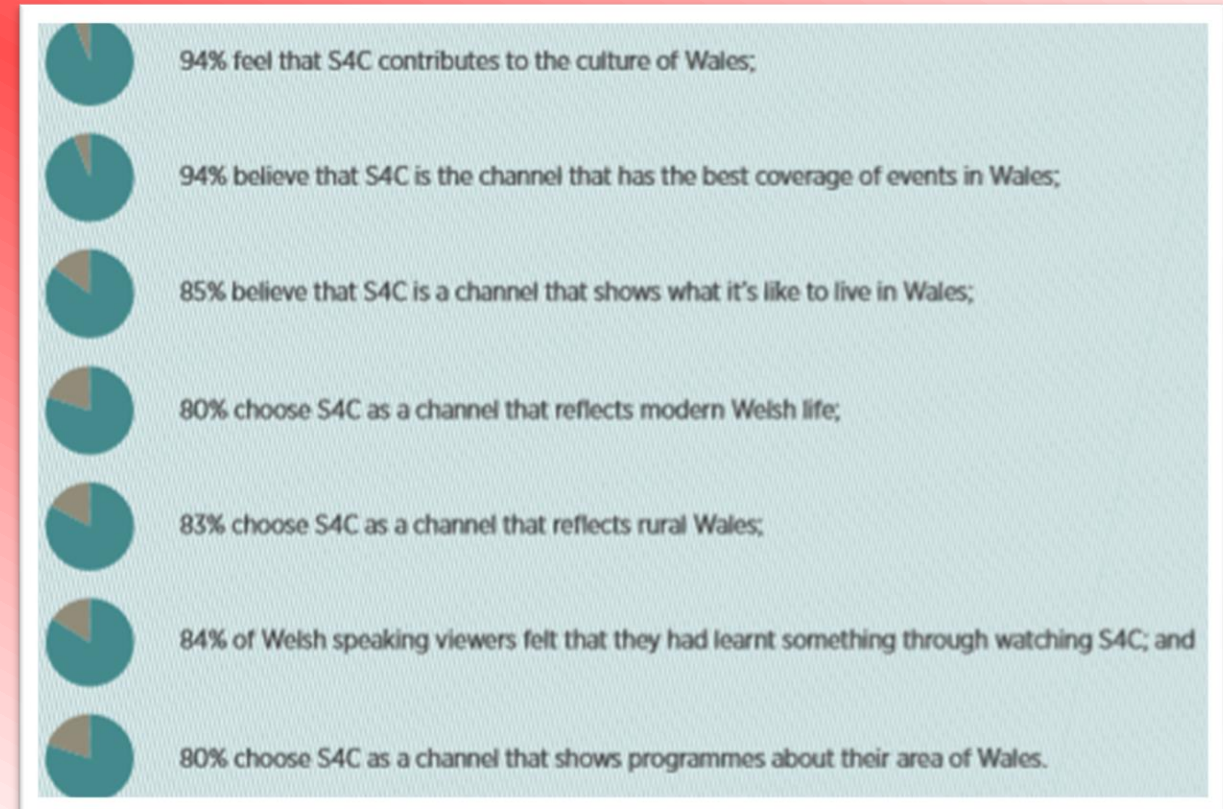
<https://www.bbc.co.uk/news/uk-wales-45611374>

How has S4C impacted the Welsh Language?

S4C's vision is:

- To be at the centre of the everyday lives of the people in Wales
- Provide services in Welsh to deliver information and entertainment
- To make a great contribution to the Welsh Language

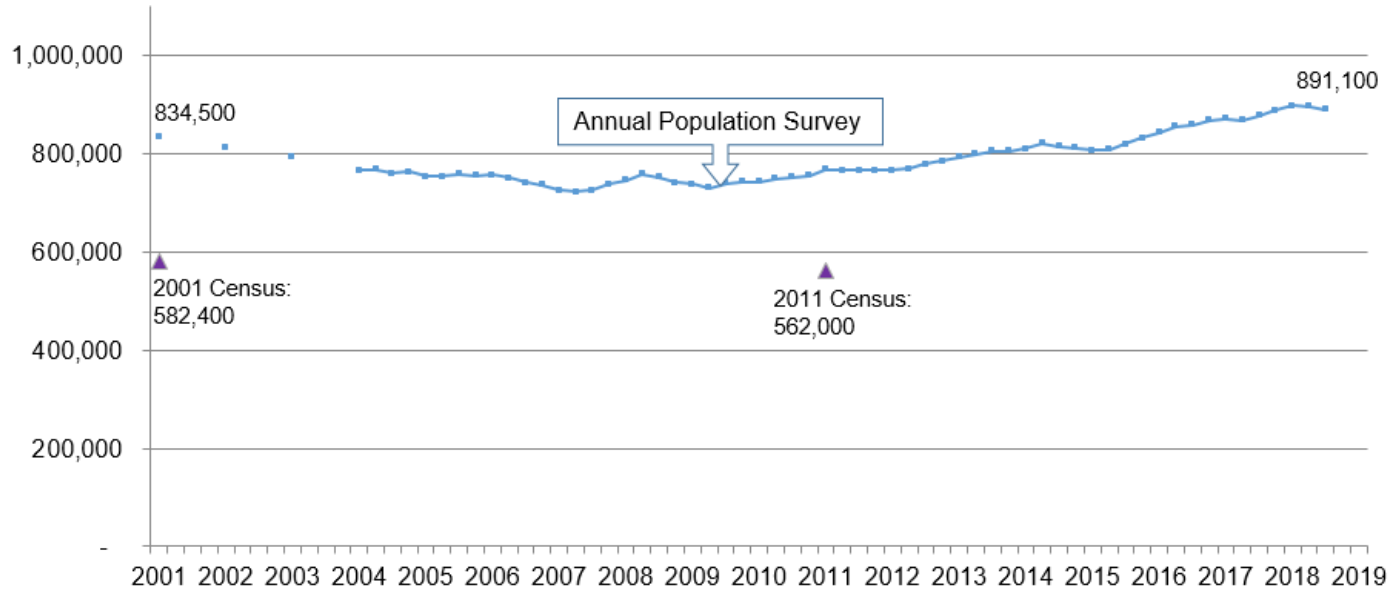
- This picture shows 94% feel that the channel has a contribution to Welsh culture.
- 84% of people who speak Welsh have learned something whilst watching S4C.



https://dlo6cycw1kmbs.cloudfront.net/media/media_assets/e_s4c-future-of-welsh-language-broadcasting.pdf

How many speak Welsh?

Number of people aged 3 or over able to speak Welsh, 2001 to June 2019



Source: Annual Population Survey and Census of Population

<https://gov.wales/welsh-language-data-annual-population-survey-july-2018-june-2019>

- A Survey that took place in 2013/14 shows that only 11% of individuals aged three and over were able to speak Welsh fluently.
- Annual Population Survey in 2019 states 29.9% speak Welsh from ages three and over.
- These surveys show an increase in Welsh speakers.

“The Welsh Government want to get one million people speaking welsh by 2050.” (BBC News, 2018)

Is the S4C increasing the number welsh speakers?

During 2017/18:

- ❑ S4C had an increase in viewings by 5% throughout Wales.
- ❑ There was an increase by 12% throughout other parts of the UK.
- ❑ 365,000 who live in Wales, tuned in to watch S4C.
- ❑ 690,000 who live in other parts of the UK tuned in to watch the S4C.
- ❑ S4C has brought the Welsh language into homes where Welsh has not previously been spoken or heard.
- ❑ S4C promotes the Welsh language through using ways which reach children and young individuals.
- ❑ The Welsh channel compliments bi-lingual education in schools.

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