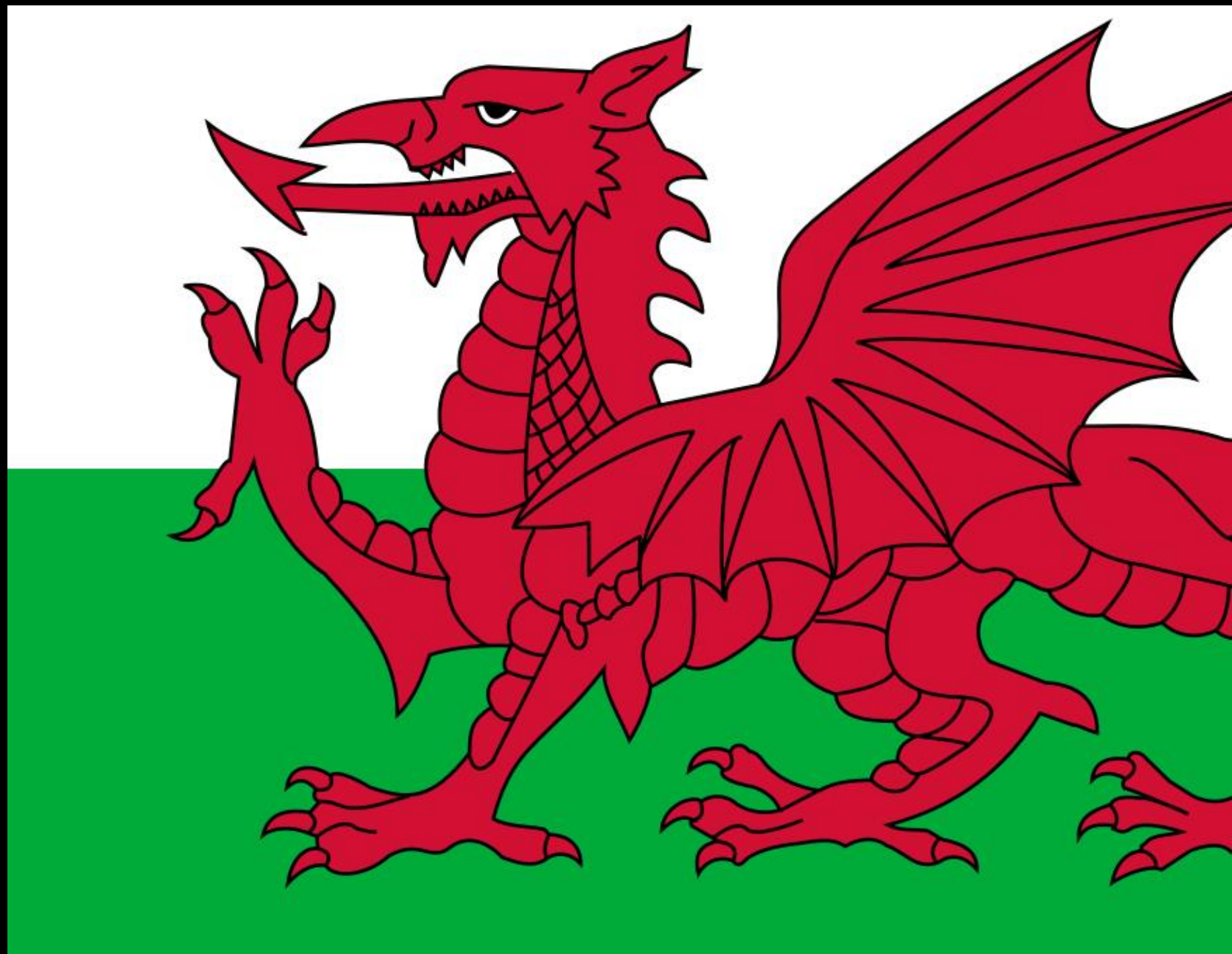
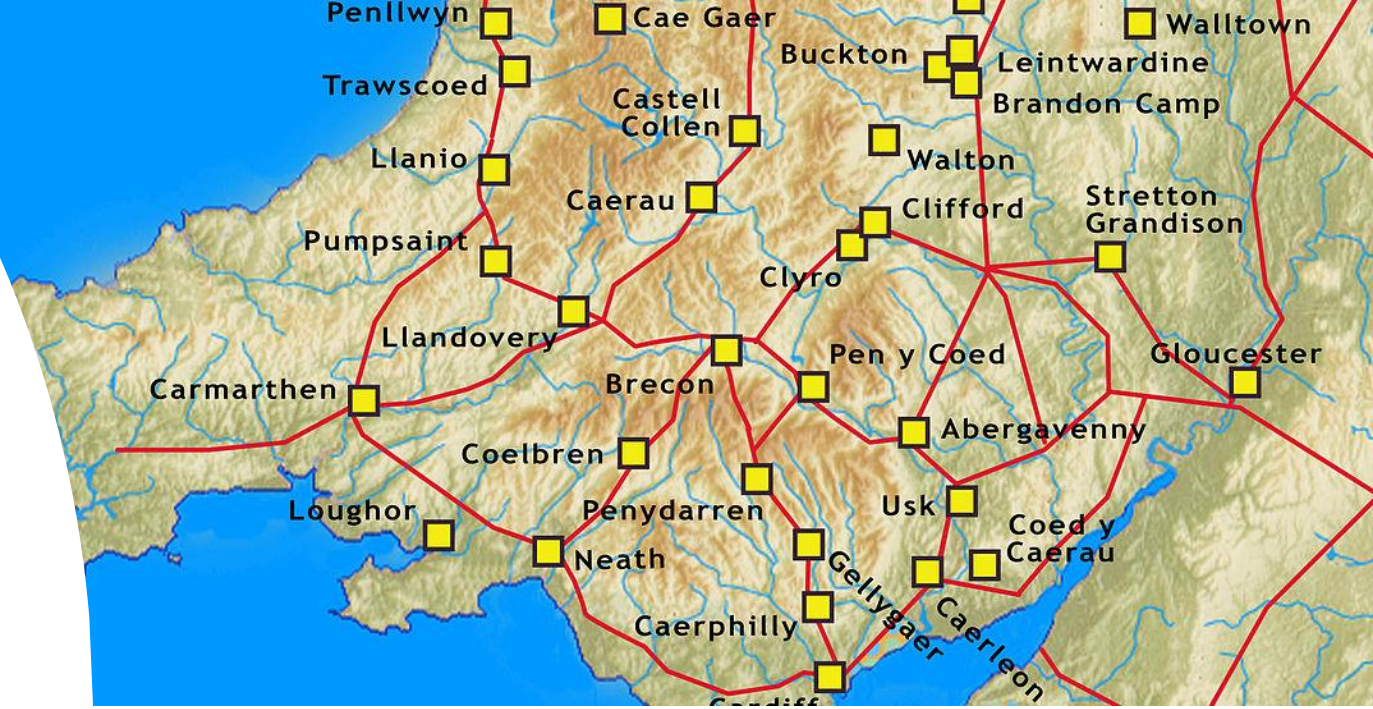
SHWMAE

Vicky Woodward



FACTS ABOUT WALES

- **WALES HAS MORE CASTLES PER SQUARE FOOT THAN ANYWHERE IN THE WORLD**
- **THE WELSH MOTTO 'CYMRU AM BYTH' MEANS WALES FOREVER**
- **WE ARE WELL KNOWN FOR OUR LOVE OF RUGBY, TOM JONES AND SPEAKING WELSH**
- **POPULATION OF 3,138,000 (2019)**
- **29% AGED 3 AND OVER ABLE TO SPEAK WELSH**



CRITICALLY EXPLORE A HISTORIC EVENT THAT HAS SIGNIFICATLY HAD AN IMPACT ON THE EDUCATION OF LANGUAGE IN WALES

HISTORY

1923 – BBC started broadcasting in Wales.
1924 – Station in Swansea opened.
1930 – Campaigns began for a separate Welsh Region providing programmes in the English and Welsh language.
1940s – During the War the BBC's regional services were effectively shut down. Post war it became clear that television would become a dominant medium for informing, educating and entertaining.
1960 – Increasing demands were made in Wales to have their own television service. Welsh youth movement Urdd Gobaith Cymru campaigned for this.
1962 – BBC Cymru Wales was introduced.

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HISTORY

- 1970's – Welsh activists campaigned for a TV service in Welsh.
- 1979 - Tory Governement. Home Secretary William Whitelaw decided against this
- 1980 - Plaid Cymrus former MP Gwynfor Evans threatened hungar strike.
- 1982 - S4C started broadcasting on Monday November 1st at 18:00

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SIANEL PEDWAR CYMRU – CHANNEL FOUR WALES

- ORIGINALLY 22 HOURS OF WELSH LANGUAGE BROADCASTING PER WEEK ALONGSIDE ENGLISH PROGRAMMES.
- TODAY S4C IS WHOLLY A WELSH LANGUAGE CHANNEL BROADCASTING 115 HOURS OF PROGRAMMES EACH WEEK.
- BROADCAST A VARIETY OF PROGRAMMES SUCH AS SPORT, DRAMA, MUSIC, FACTUAL, NEWS, ENTERTAINMENT AND EVENTS, INCLUDING CHILDREN AND YOUNG PEOPLES SERVICES ACROSS ALL AVAILABLE PLATFORMS INCUDING ONLINE.

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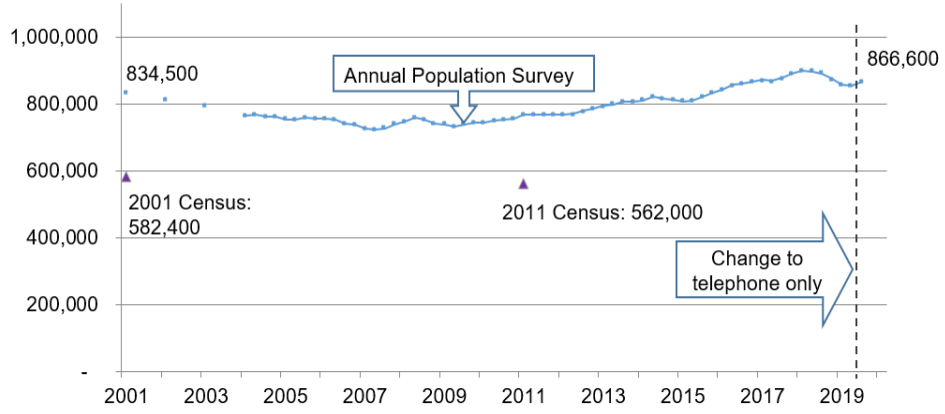
- THE ONLY WELSH LANGUAGE PUBLIC SERVICE TV BROADCASTER IN BRITAIN AND THE ONLY WELSH LANGUAGE TV CHANNEL IN THE WORLD.

HOW MANY PEOPLE SPEAK WELSH IN WALES?

Number of people aged 3 or over able to speak Welsh, 2001 to June 2020



Source: Annual Population Survey and Census of Population

Wales	3,030,500	866,600	2,162,100	28.6
Isle of Anglesey	68,100	44,900	23,100	66.0
Gwynedd	119,000	89,300	29,600	75.1
Conwy	112,500	45,400	67,000	40.4
Denbighshire	91,700	33,700	58,000	36.8
Flintshire	152,500	32,400	120,000	21.3
Wrexham	135,200	33,300	101,800	24.7
Powys	127,000	32,300	94,400	25.5
Ceredigion	73,800	45,300	28,500	61.4
Pembrokeshire	122,300	34,200	88,000	28.0
Carmarthenshire	178,100	90,900	87,200	51.0
Swansea	238,200	51,700	186,300	21.7
Neath Port Talbot	136,400	29,600	106,800	21.7
Bridgend	138,000	23,200	114,700	16.8
Vale of Glamorgan	124,000	25,300	98,600	20.4
Cardiff	357,400	90,400	266,400	25.3
Rhondda Cynon Taf	231,300	43,800	187,500	18.9
Merthyr Tydfil	58,200	11,900	46,400	20.4
Caerphilly	176,300	41,000	135,300	23.3
Blaenau Gwent	67,300	11,700	55,500	17.4
Torfaen	89,100	15,000	74,100	16.9
Monmouthshire	90,200	15,500	74,600	17.2
Newport	143,900	25,500	118,400	

S4C

TODAY

- S4C PLAYS A KEY ROLE IN CREATING NEW WELSH SPEAKERS AND NORMALISING THE USE OF WELSH ON A DAILY BASIS.
- SINCE ITS LAUNCH IN 1982 THERE HAS BEEN A 10% INCREASE IN WELSH SPEAKERS AND ITS VISION IS TO SEE THIS CONTINUE TO RISE IN YOUNG WELSH SPEAKERS.
- WITH THE ABILITY TO REACH UP TO 9.9M PEOPLE THROUGHOUT THE UK – 2015/16

VISION FOR THE FUTURE

THE WORLD IS CHANGING.

S4C ARE LOOKING TO ENSURE THAT THE WELSH LANGUAGE CONTENT IS AVAILABLE ON AS MANY PLATFORMS AS POSSIBLE. PROVIDING A MODERN APPROACH TO HOW PROGRAMMES ARE VIEWED ACROSS SOCIAL MEDIA CHANNELS AND DIGITAL OUTLETS WHERE MANY YOUNG PEOPLE ARE SPENDING THEIR TIME. THIS WOULD BRING S4C UP-TO-DATE AND IN LINE WITH UK BROADCASTERS SUCH AS THE BBC TO ALLOW VIEWERS ALL OVER THE UK TO ACCESS THE CONTENT WHEN AND WHERE THEY WISH TO CONSUME IT. ENABLING S4C TO BECOME A MULTI PLATFORM, WELSH LANGUAGE MEDIA SERVICE.

EQUALITY & INCLUSION

S4C IS COMMITTED TO ENSURE THAT AS WIDE AN AUDIENCE AS POSSIBLE CAN SHARE THE EXPERIENCES THEY PROVIDE AND HAVE SEVERAL SERVICES AVAILABLE WHICH IS ALWAYS EVOLVING TO ENSURE THEY MEET AS MANY AUDIENCE MEMBERS REQUIREMENTS AS POSSIBLE. THEY INCLUDE:

- CONTENT FOR DIFFERENCT AGE GROUPS AND INTEREST GROUPS INCLUDING YOUNG PEOPLE, SPORTS FANS TO FARMING COMMUNITIES.
- PROVIDE WELSH SUBTITLES FOR AROUND 13 HOURS OF PROGRAMMING PER WEEK.
- ENGLISH SUBTITLES TO 80.5% OF WELSH PROGRAMMES.
- SIGN LANGUAGE FOR 5.2% OF PROGRAMMES.
- AUDIO-DESCRIPTION FOR 10.3% OF PROGRAMMES.

S4C BELIEVE'S THAT EVERYONE SHOULD BE ABLE TO ACCESS THEIR SERVICES REGARDLESS OF AGE, BACKGROUND, LOCATION, DISABILITY AND LANGUAGE.

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