

# How S4C Influenced the Development of the Welsh language.

Broadcasting's role in promoting Welsh culture and language.

By Zoe Williams 2309079

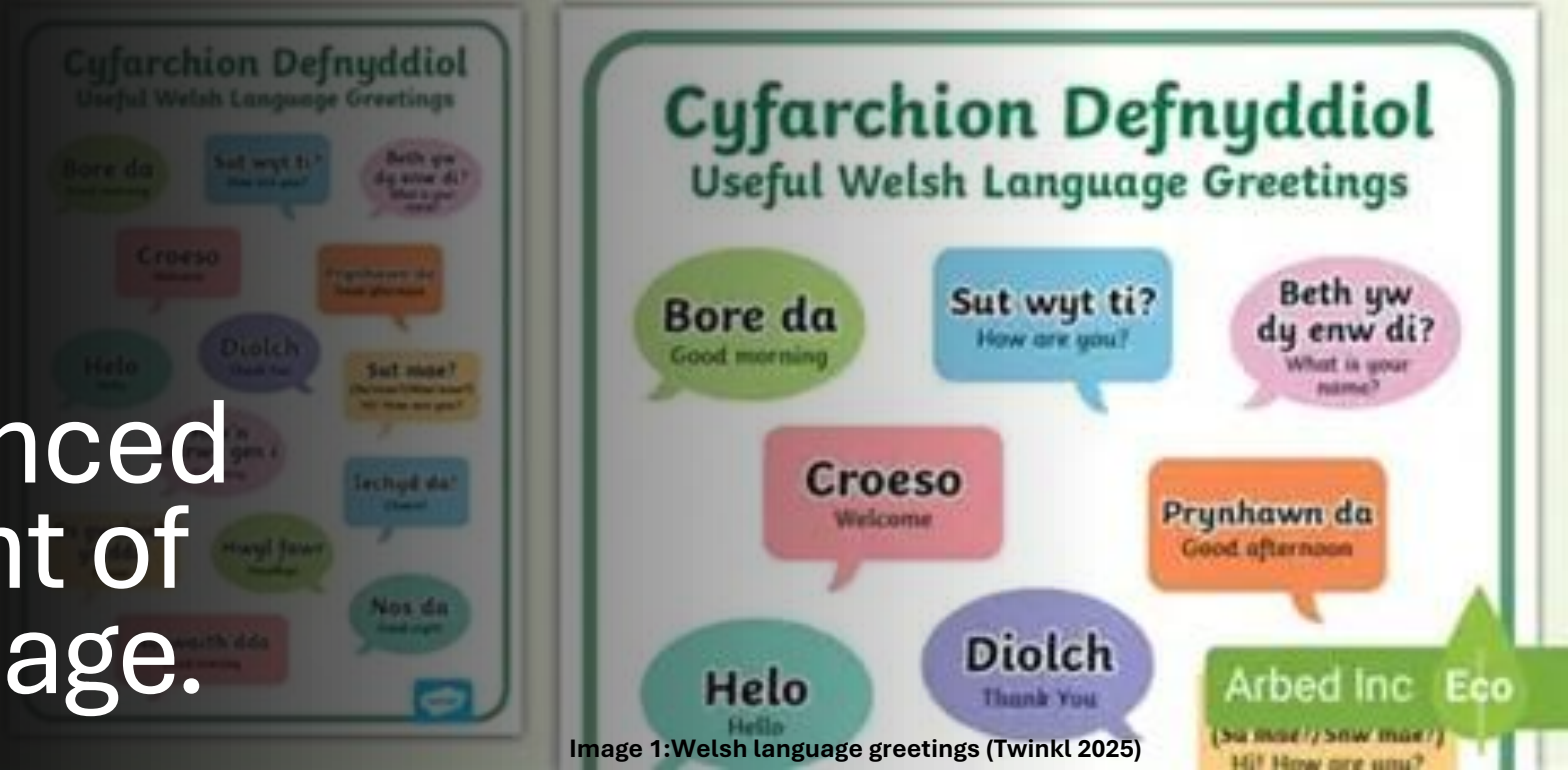


Image 1: Welsh language greetings (Twinkl 2025)



Image 2: S4C logo (S4C N/D)

# Introduction to S4C

---

## **S4C Channel Launch:**

S4C was launched in 1982 to provide Welsh language television after years of cultural campaigning. (S4C N/D)

## **Cultural and Linguistic Impact:**

The channel transformed Welsh media representation, helping preserve language and culture. (UK Parliament 2022)

## **Diverse Welsh Programming:**

S4C offers a broad range of Welsh language content including news, drama, sports and children's shows. (S4C N/D)

## **Language Normalization:**

S4C played a key role in Normalizing the Welsh language in everyday Welsh life and media consumption (Price 2022).



Image 3: Welsh flag, (Welsh Government 2020)

# Historical Context and Early Remit

---

## **Cultural and Political Roots:**

S4C was established amid late 20<sup>th</sup> century cultural and political movements to protect Welsh language and identity.

## **Peak-time Welsh Programming**

Early S4C mandated majority Peak-time programming in Welsh to ensure mainstream linguistic representation.

## **Promoting Minority Languages**

S4C's creation aligned with UK policies promoting diversity and minority language recognition in media.

## **Language visibility and pride**

Embedding Welsh in broadcasting fostered pride and increased language use in homes and communities (Price 2022).



Image 4: History of S4C's Logo (Logo Fandom N/D)

# Key Contributions to Language Development

---

## Language Normalization through TV

S4C integrates Welsh into daily life via television, normalizing usage among speakers and learners (Gruffydd-Jones 2007).

## Relevant Programming for Teenagers

Shows like Itopia keep the Welsh language up-to-date and relevant for teens whilst also promoting bilingualism and cultural awareness (Coram Pacey N/D).

## Digital Accessibility

S4C's digital platforms expand Welsh content reach globally beyond traditional broadcasting (Nicholas 2024).

## Diverse Programming

S4C offers varied genres from entertainment to news, keeping the Welsh language relevant today (Price 2022).



Image 5: Itopia (Itopia Cast 2025)

# Cultural and Social Impact

---

## **Strengthening Welsh Identity**

S4C reflects Wales' heritage and contemporary life, reinforcing national identity through diverse programming (Price 2022).

## **Cymraeg 2050 Collaboration**

S4C supports the Cymraeg 2050 strategy aiming to grow Welsh speakers to one million by 2050 (Williams 2025)

## **Promoting Arts and Language**

Initiatives by S4C promote Welsh music and arts (Carr 2021)

## **Fostering Pride and Belonging**

S4C's programming educates and entertains, fostering pride and belonging among Welsh speakers (Price 2022).



Image 6: Welsh Pride (Keogh 2025)

# Economic and Social Contributions

---

## **Job Creation and Economic Growth**

S4C commissions content from over 50 independent producers, boosting job creation and economic growth in Wales' media sector (S4C Press 2025).

## **Cultural Infrastructure Support**

By producing over 6,500 hours of Welsh-Language content, S4C sustains writers, actors and technical professionals, preserving language culture.

## **Regional Development Impact**

S4C's operations promoting regional development by distributing creative opportunities across various areas in Wales

## **Global Media Competitiveness**

High-quality Welsh programming enhances media competitiveness globally, showcasing Wales' creative capabilities.

(Bonner, 2025)



Image 7: cast for new Welsh drama Y Golau on S4C (Linden 2022)

# Modern Challenges and Digital Strategy

---

## Digital-First Content Strategy

S4C uses digital-first methods, creating TikTok micro dramas and YouTube series to attract younger viewers.

## Leveraging Social Media and On-Demand

The channel utilizes social media and on-demand platforms to keep Welsh-Language content accessible across demographics.

## Advocacy for Digital Visibility

S4C promotes legislation to ensure Welsh Content has Prominence on digital platforms for sustained linguistic impact.

## Resilience Through Innovation

S4C's adaptations show how traditional broadcasters can thrive by embracing new technologies and innovation.

(Cheung 2025)



Image 8: Social Media Tiles (Artry 2024)

# Future Goals and Strategic Vision

## Ambitious Language Goals

S4C supports the Welsh Government's target of one million Welsh speakers by 2050 through focused initiatives.

## Innovation and Youth Engagement

Future strategy highlights innovation, education and youth engagement to keep Welsh relevant in the digital era.

## Strategic Partnership

Collaboration with educational and creative sectors enhance content that supports language learning and cultural appreciation.

## Cultural Leadership and Adaptability

S4C invests in digital transformation to remain a cultural leader and advocate for the Welsh language.

(Williams 2017)

## Total number of Welsh Speakers (1000s) in Cardiff by year

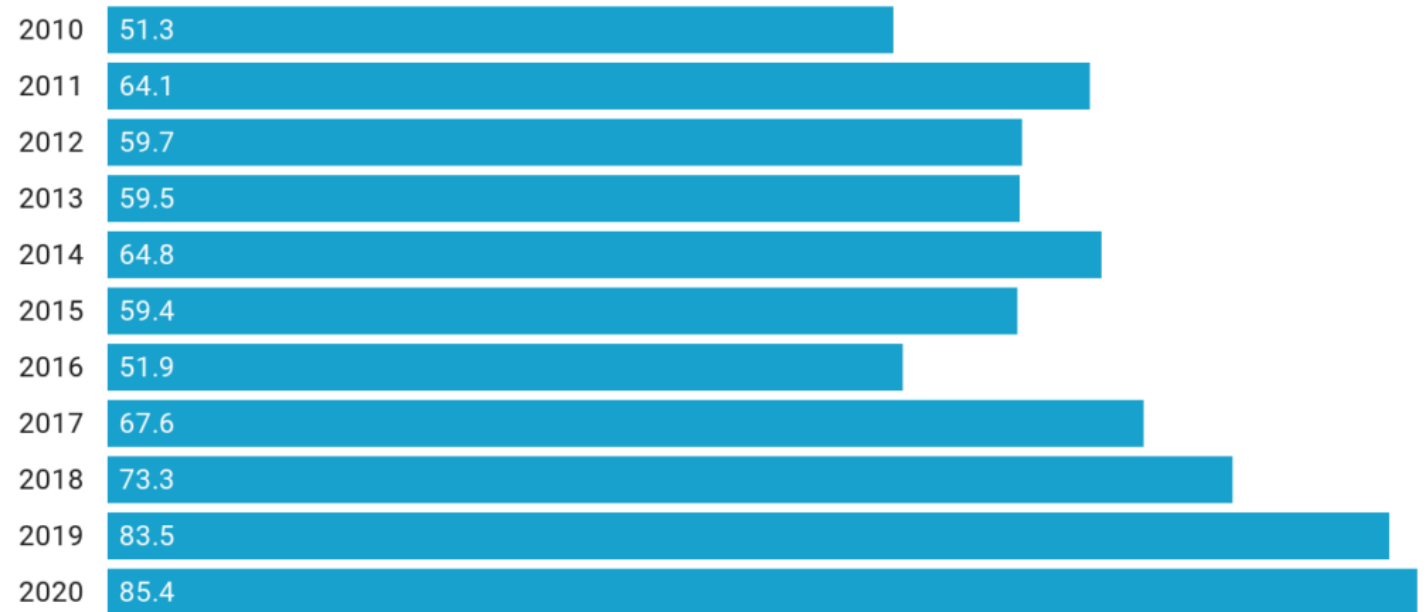


Image 9: Graph of Total number of Welsh Speakers in Cardiff (Richards 2020)

# Conclusion

---

## **Language Preservation Impact**

S4C transformed Welsh from a marginalized language into a vibrant part of modern media, reinforcing its cultural significance (Price 2022).

## **Cultural and Economic Contributions**

S4C supports cultural pride and identity while contributing to economic and technological growth through innovative broadcasting (Bonner 2025).

## **Challenges and Innovations**

Despite global media competition, S4C's innovative strategies ensure its relevance and promote intergenerational language continuity (Cheng 2025).

## **Future Role in Linguistic Goals**

S4C remains a pivotal force in sustaining the Welsh language and culture, exemplifying media's power in societal progress (Williams 2017).



Image 10: S4C building (Garret 2025)

## Reference list:

Bonner, E. *et al.* (2025) ‘*Defining economic impact on minority languages: the case of Wales*’, *Journal of Multilingual and Multicultural Development*, 46(9), pp. 3135–3151. doi: 10.1080/01434632.2024.2329200.

Carr, P., 2021. Popular music education in Wales: Opportunities for change. *Journal of Popular Music Education*, 5(1), pp.3-16. doi: [https://doi.org/10.1386/jpme\\_00040\\_2](https://doi.org/10.1386/jpme_00040_2)

Cheung, I (2025), *S4C to put more emphasis on 'digital first' content*, Available at: [S4C invests in putting more emphasis on 'digital first' content - BBC News](#) (Accessed 15<sup>th</sup> November 2025)

Coram Pacey, (N/D). *Welsh Language Development / Datblygu'r Gymraeg*, Available at: [Welsh Language Development / Datblygu'r Gymraeg - Coram PACEY](#) (Accessed 6<sup>th</sup> December 2025)

Gruffydd-Jones. EH, (2007). *The Territory of Television: S4C and the Representation of the ‘Whole of Wales’*. *Minority Language Media. Concepts, Critiques and Case Studies*. Clevedon: Multilingual Matters, pp.188-211.

Image 1: Twinkl, (2025) *Welsh Greetings Display Poster*. Available at: [Useful Welsh Greetings Display Poster for your classroom](#). (Accessed 2<sup>nd</sup> December 2025)

Image 10: Garret. M (2025), S4C Building. Available at: [S4C to broadcast all Wales matches live from UEFA Women's Euro 2025 - ATV Today](#) (Accessed 4<sup>th</sup> December 2025)

Image 2: S4C, (N/D), *S4C Logo*. Available at: [Home | S4C](#) (Accessed 2<sup>nd</sup> December 2025)

Image 3: Welsh Government (2020), *Welsh Flag*. Available at: [welsh flag | Welsh Government News](#) (Accessed 2<sup>nd</sup> December 2025)

Image 4: Logo Fandom (N/D), History of S4C’s Logo. Available at: [S4C | Logopedia | Fandom](#) (Accessed 2<sup>nd</sup> December 2025)

Image 5: Itopia (2025), Itopia Cast. Available at: [S4C - Itopia, Cyfres 1](#) (Accessed 15<sup>nd</sup> December 2025)

## Reference List

Image 6: Keogh. E (2025), Welsh Pride. Available at: [Welsh pride: How Wales' fans have made Euro 2025 a party – ESPN](#) (Accessed 3<sup>rd</sup> December 2025)

Image 7: Linden. S (2022), Cast for new Welsh drama Y Golau on S4C Available at: [All star cast for new Welsh drama Y Golau on S4C - ATV Today](#) (Accessed 3<sup>rd</sup> December 2025)

Image 8: Artry. J (2024), Social Media Tiles. Available at: [The Biggest Social Media Trends in 2025](#) (Accessed 4<sup>th</sup> December 2025)

Image 9: Richards. J (2020), Graph of Total number of Welsh Speakers in Cardiff. Available at: [Number of Welsh speakers rises for fourth year in a row - The Cardiffian](#) (Accessed 4<sup>th</sup> December 2025)

Nicholas. S, (2024). *A Battle for the Nation's Rights’? Past, Present and Future Public Service Media in Wales*, Available at: [A Battle for the Nation's Rights’? Past, Present and Future Public Service Media in Wales - Medhurst - 2024 - The Political Quarterly - Wiley Online Library](#) (Accessed 06<sup>th</sup> December 2025)

Price. E, (2022), *Broadcasting for Wales, The Early Years of S4C*, Cardiff, University of Wales Press.

Price. E, (2022), *Broadcasting for Wales: The Early Years of S4C Cardiff*: University of Wales Press, Pp. 328.(paper).’, *Journal of British Studies*, 63(2), pp. 509–511. doi:10.1017/jbr.2024.37.

S4C (N/D), *Introducing S4C*, Available at: [Introducing S4C | S4C](#) (Accessed 2<sup>nd</sup> December 2025)

S4C Press, (2025), *S4C responsible for creating more jobs in Wales and contributing £150.3m to Welsh economy*, Available at: [S4C responsible for creating more jobs in Wales and contributing £150.3m to Welsh economy | Press | S4C](#) (Accessed 1<sup>st</sup> December 2025)

UK Parliament (2022) *Written evidence submitted by S4C* Available at: [committees.parliament.uk/writtenevidence/110758/pdf/](#) (Accessed 2<sup>nd</sup> December 2022)

Williams, C.H. (2025). Welsh Initiatives Promoting Language Use Opportunities and Outcomes. In: Official Language Regimes. Language and Globalization. Palgrave Macmillan, Cham. Available at: [https://doi.org/10.1007/978-3-032-03308-6\\_5](https://doi.org/10.1007/978-3-032-03308-6_5) (Accessed 21st November 2025)

Williams. E.O, (2017), *Building an S4C for the future*, Available at: [Building an S4C for the future](#) (Accessed 1<sup>st</sup> December 2025)