



**S4C: How it
changed the use
of the Welsh
Language**

SJIE5004

Cymdeithas yr Iaith Gymraeg !

- Cymdeithas are a group of people who campaign for equality for the Welsh language and culture.
- From getting bilingual road signs in the 1960's to campaigning for Welsh medium higher education facilities in 2011 , Cymdeithas have made positive changes for the welsh language for over 50 years. (Cymdeithas yr Iaith Gymraeg, 2020).
- They campaigned for the Welsh language to be represented in radio and television in the 1970's.



Gwynfor Evans vs Margaret Thatcher

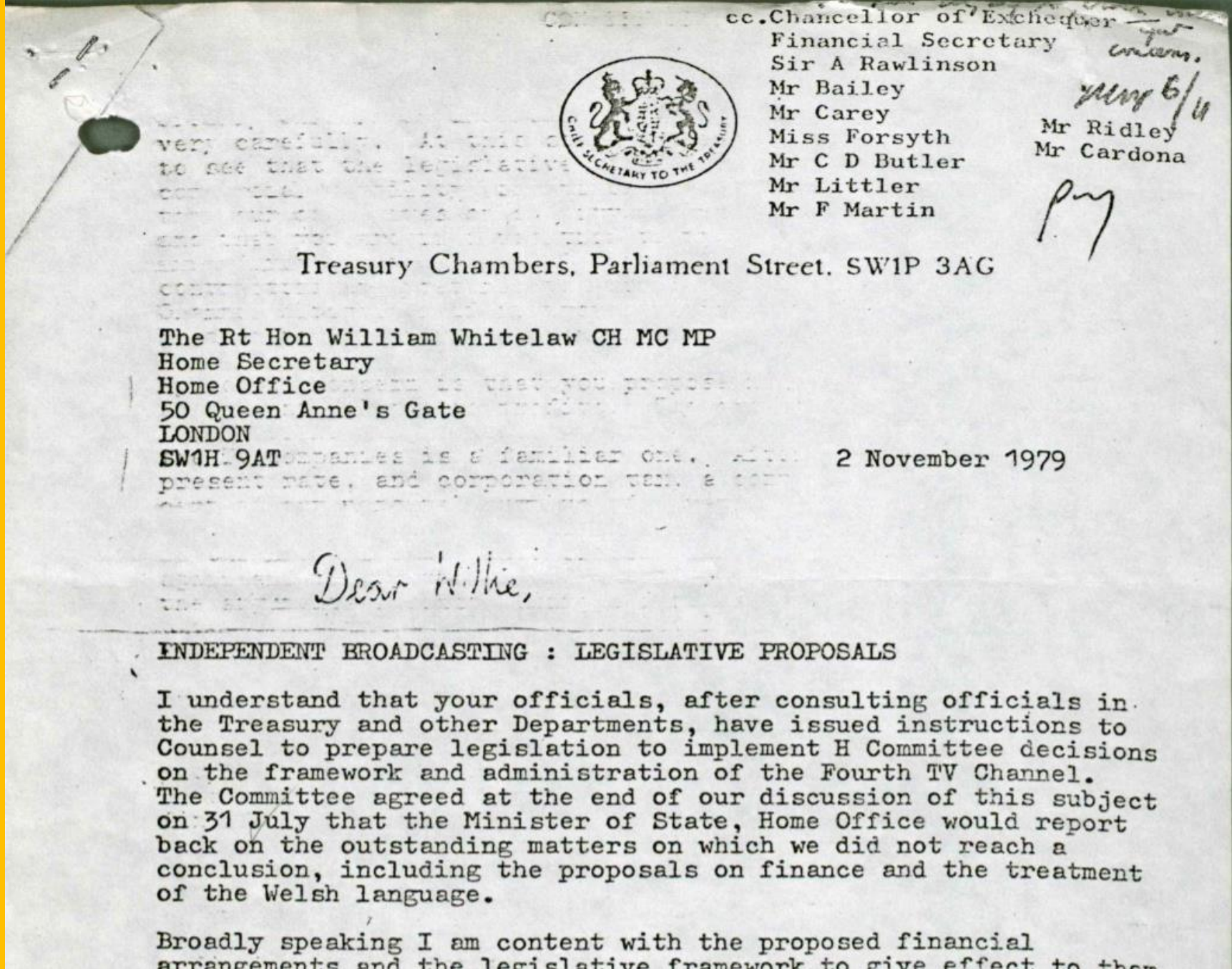


(BBC,2005)



(Gov.uk, 2020)

- During the election in 1979 the conservative government broke their promise of a welsh tv station.
- This led to protesting and Gwynfor Evans going on hunger strike until they conceded. (Misstear,2014)
- The wording in the parliamentary documents could be viewed as minoritising the welsh language.
- The Broadcasting Acts of 1980 and 1981 gave specific instruction for a Welsh channel in sections 46 to 52.





The Birth of S4C - 1982

- S4C originally started as 22 hours per week of Welsh language programmes.(Price, 2013)
- BBC Wales and HTV Wales were worried about the cross coverage of news and current events in Wales.
- By 1985 S4C was established and successful.
- In 1988 a broadcasting white paper stated the success of S4C but commented on its relatively small audience.



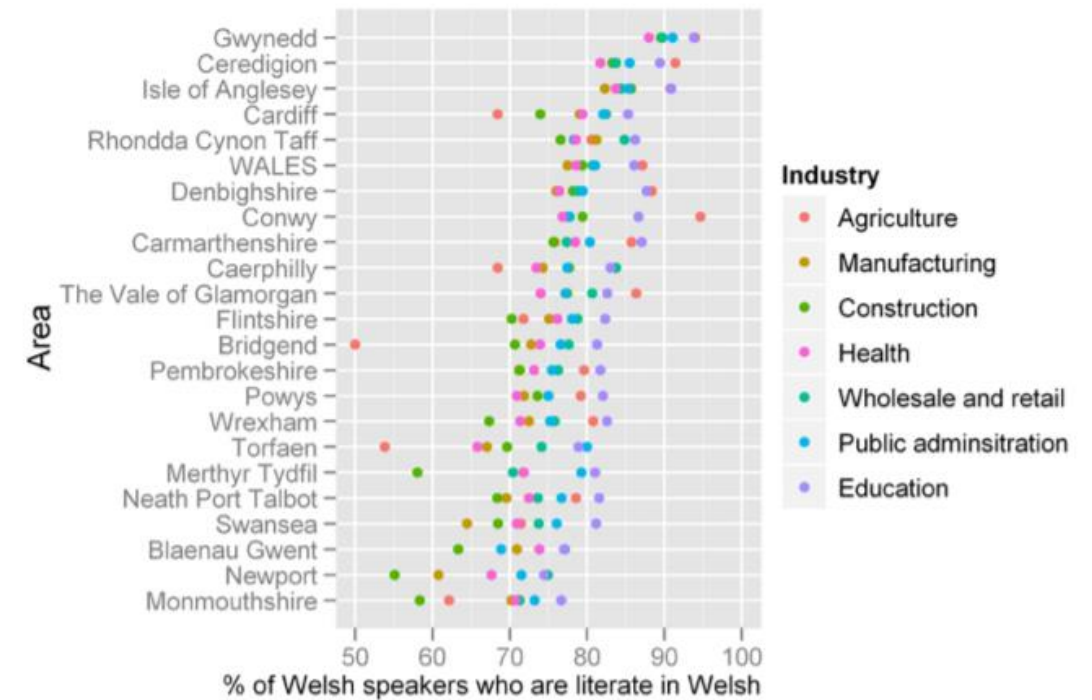
USE YOUR
WELSH!

- S4C launched Welsh in a week in 2001 which was a great success with over 5000 people applying for Welsh learning packs. (S4C,2001)
- During a house of commons debate in May 2014 MP Glyn Davies stated that 'S4C is inextricably linked to the language and Welsh identity. More than anything else, it is the Welsh language that makes Wales special'.

2001 – An important year in Wales

- 2001 was a difficult year for Wales.
- Foot and Mouth disease had a massive effect on agriculture in Wales.
- Special programming was made by S4C to meet the needs of those in the agricultural industry.
- As shown in the chart a high percentage of Welsh speakers are predominantly in the agricultural industry.
- Welsh speakers felt more connected to the news as it was delivered in their language.

Figure 33: Literacy rate of Welsh speakers, by industry, 2001



Only some of the main industries (with percentages between 50–100%) are shown.

Beth sy'n ar yr teledu?



306,000

o bobl yng Nghymru wedi gwylio S4C ar deledu bob wythnos (2018/19: 314,000)
people in Wales watched S4C on TV each week (2018/19: 314,000)

18,600

oedd cynulleidfa S4C ar gyfartaledd yn yr oriau brig (2018/19: 17,100)
was the average audience in the peak hours (2018/19: 17,100)

11.5m

o bobl wylodd S4C drwy'r DU ar ryw adeg yn 2019/20 (2018/19: 10.1 miliwn)
individuals watched S4C throughout the UK at some time during 2019/20 (2018/19: 10.1 million)

CLWB RYGBI



(Radio Times, 2020)



Beth am yr plant?



- Exciting programs like 'Y llift' ,which has interactive content to allow children at home to play along, encourages children to use welsh.
- Popular programmes like paw patrol have been translated into welsh.
- Dwylo'r Enfys caters for children with communication difficulties by using makaton.(Makaton.org,2020)
- 'Cyw' which is S4C's programming aimed at younger viewers, has grown their audience greatly from 2012 to 2017- from 185,000 to 448,000 in monthly viewers (Rolewska,2017).

How does S4C compete in the modern technological age we are living in?



28.3m

Nifer y sesiynau gwyllo ar draws holl gyfrifon Facebook S4C
Number of viewing sessions across all S4C Facebook accounts

7.4m

Nifer y sesiynau gwyllo ar draws holl sianeli YouTube S4C
Number of viewing sessions across all S4C YouTube channels

8.9m

Nifer y sesiynau gwyllo ar gyfrifon Hansh (ar draws Facebook, Twitter a YouTube)
Number of viewing sessions across all Hansh accounts (across Facebook, Twitter and YouTube)



5.8m

Nifer y sesiynau gwyllo ar gyfrifon Heno a Prynawn Da (ar draws Facebook, Twitter a YouTube)
Number of viewing sessions on Heno and Prynawn Da accounts (across Facebook, Twitter and YouTube)



11.0m

Nifer y sesiynau gwyllo ar gyfrifon Sgorio (ar draws Facebook, Twitter a YouTube)
Number of viewing sessions across Sgorio accounts (across Facebook, Twitter and YouTube)

702,000

o bobl wedi gwyllo S4C ar deledu bob wythnos drwy'r DU (2018/19: 665,000)
people watched S4C on TV every week throughout the UK (2018/19: 665,000)

(S4C,2020)



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What has S4C done for the Welsh language and culture?

S4C complements bi-lingual education in schools which is crucial to preserving Welsh as a living language.

S4C has had a pivotal role in increasing welsh speakers particularly children and young people.

"In 2016/17 92 per cent of people said that the channel contributed to Welsh language culture."(Rolewska,2017)

S4C develops partnerships to create new learners of the welsh language.

S4C creates jobs in Wales and gives opportunities for people to use welsh in their jobs daily.



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