



Aighneacht

don

Choimisiún um Thodhchaí na Meán

ó

Chonradh na Gaeilge

08 Eanáir 2021

CÚLRA

Is é Conradh na Gaeilge fóram daonlathach phobal na Gaeilge agus saothraíonn an eagraíocht ar son na teanga ar fud na hÉireann uile agus timpeall na cruinne.

Is í príomhaidhm na heagraíochta an Ghaeilge a athréimniú mar ghnáth-theanga na hÉireann. Ó bunaíodh é ar 31 Iúil 1893 tá baill an Chonartha gníomhach ag cur chun cinn na Gaeilge i ngach gné de shaol na tíre, ó chúrsaí dlí agus oideachais go forbairt meán cumarsáide agus seirbhísí Gaeilge.

Tá Conradh na Gaeilge roghnaithe ag Foras na Gaeilge, an foras uile oileánda ag feidhmiú ar son an dá Rialtas thuaidh agus theas leis an nGaeilge a chur chun cinn, mar cheann de na sé cheanneagraíocht atá maoinithe acu leis an nGaeilge a fhorbairt ar oileán na hÉireann. Go príomha, tá Conradh na Gaeilge roghnaithe le tabhairt faoi chosaint teanga, ionadaíocht agus ardú feasachta ar an Ghaeilge.

Tá 180 craobh agus iomaí ball aonair ag Conradh na Gaeilge, agus bíonn baill uile an Chonartha ag saothrú go dian díograiseach chun úsáid na Gaeilge a chur chun cinn ina gceantair féin. Tá breis eolais faoi obair an Chonartha le fáil ag www.cnag.ie.

INTREOIR

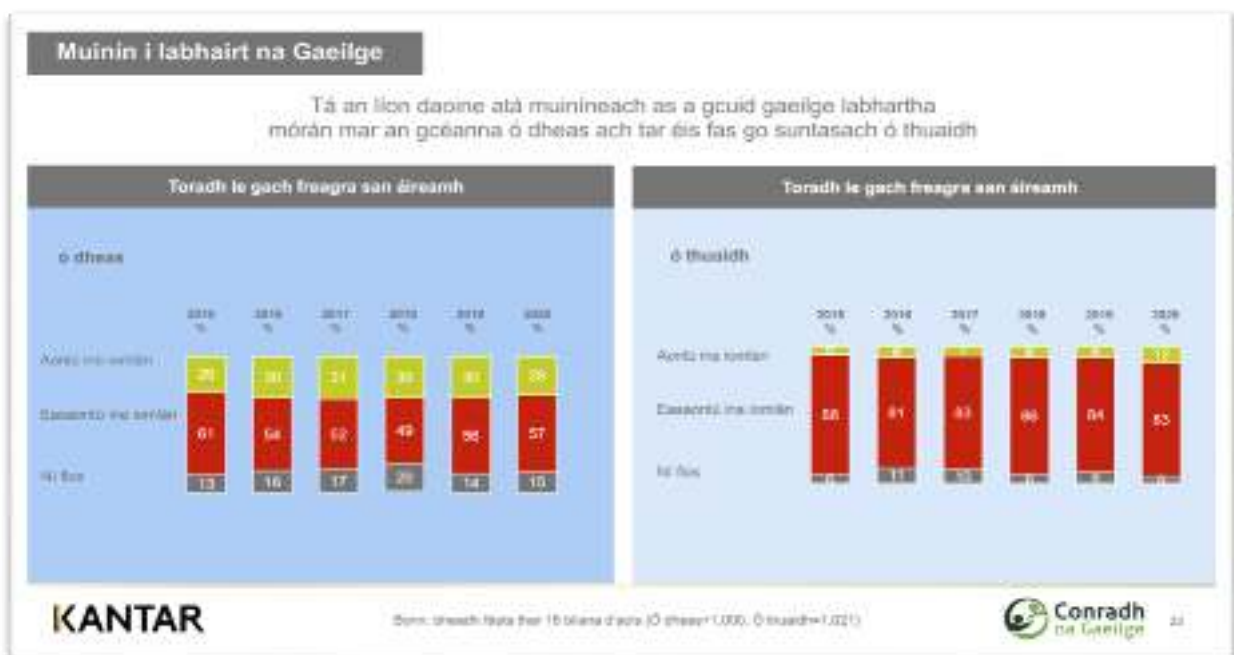
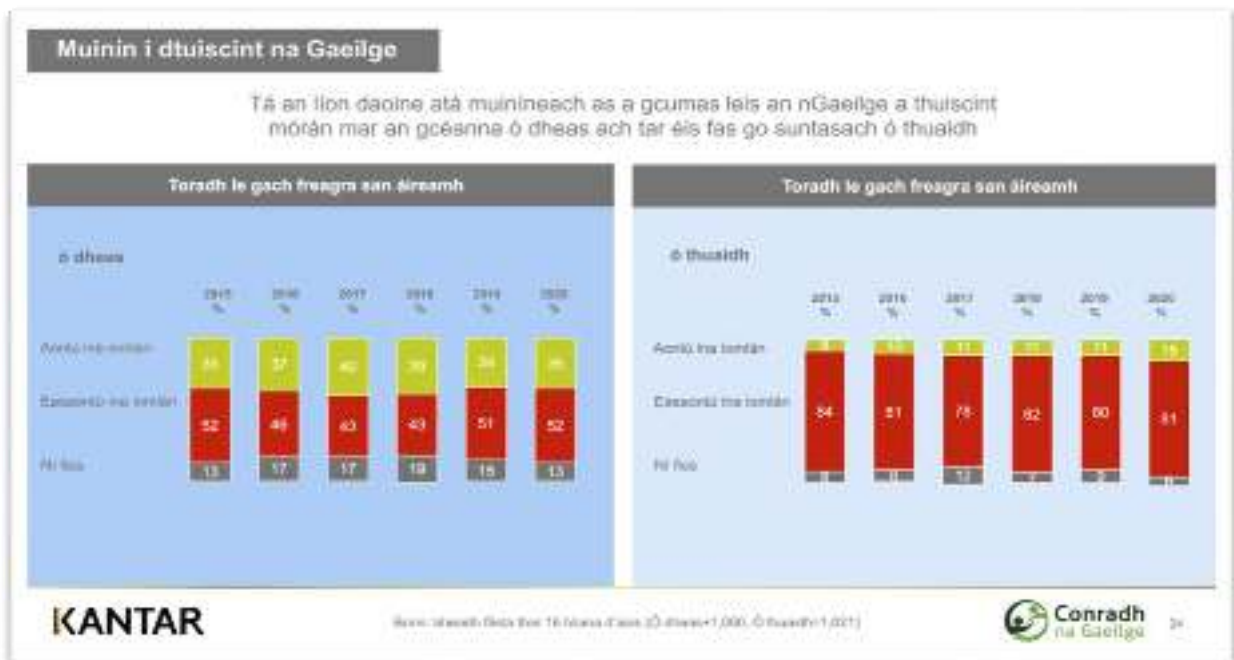
Cuireann Conradh na Gaeilge fáilte roimh an deis seo aighneacht a chur chuig an gCoimisiún um Thodhchaí na Meán.

Creideann an Conradh go bhfuil sé ríthábhachtach go mbeidh an Ghaeilge le feiceáil agus le cloisteáil go minic agus go fiúntach sna meáin seirbhíse poiblí agus ba mhaith linn go mbeidh seo bainte amach sna moltaí a chuirfidh an Coimisiún le chéile chun na meáin a shocrú ar bhonn daingean don am atá le teacht.

CEIST 1: FREAGRA & MOLTAÍ

Cén chaoi ar chóir don Rialtas an coincheap agus an ról atá ag na meáin seirbhíse poiblí a fhorbairt agus tacú leo agus cén ról a chóir a bheith aige maidir le hábhar seirbhíse poiblí sna meáin níos leithne?

- Ba chóir don Rialtas a chinntiú go bhfuil sé mar dhualgas ar na meáin seirbhíse poiblí ról mór a imirt i normalú na Gaeilge i saol agus sochaí na hÉireann
- Ba chóir don Rialtas a chinntiú go mbeadh dualgas ar na meáin níos leithne, le gach stáisiúin raidió agus teilifíse ag feidhmiú in Éirinn le ceadúnas ón Stát san áireamh, i normalú na Gaeilge sa saol agus sa sochaí
- Ba chóir do na meáin seirbhíse poiblí agus na meáin níos leithne feidhmiú ar normalú na teanga sna meáin, ní amháin le freastail ar chainteoirí laethúil Gaeilge ach le freastail ar an bpobal ginearálta atá báúil agus cumasach sa teanga. Tá eolas thíos ar leibhéal muiníne an phobail leis an nGaeilge a labhairt agus a thuiscint de réir suirbhé Kantar déanta thar tréimhse 5 bliana:



- Ba chóir go mbeidh soláthar sásúil agus cuimsitheach den Ghaeilge sna meáin ar fad in Éirinn agus ba chóir go mbeadh cláir ardchaighdeáin Ghaeilge le cloisteáil agus le feiceáil ar iliomad meáin ag príomh-ama éisteachta agus féachana
- Ba chóir go mbeadh aird faoi leith ar fhreastail a dhéanamh ar dhaoine óga le:
 - Soláthar sásúil agus cuimsitheach do pháistí atá á dtógáil le Gaeilge, atá ag freastail ar ghaelscoileanna nó atá báúil don Ghaeilge ar na meáin seirbhíse poiblí agus ar na hardáin uile
 - Ba chóir an soláthar a dhéanann Raidió Rí-Rá, an cairt-stáisiún raidió don aos óg ag feidhmiú ó 2008 le tacaíocht ón Roinn Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spóirt & Meán, a mhaoiniú le soláthar lánaimseartha a dhéanamh ar ardáin breise le FM, go háirithe san áireamh, agus rochtain ar an stáisiún a chur ar fáil do gach duine óg sa tír

1.1. Céard is féidir a fhoghlaim ón athrú atá tagtha ar na meáin seirbhíse poiblí le deich mbliana?

- Is gá do na stáisiúin teilifíse, na stáisiúin raidió, na nuachtáin agus na hirisí a bheith ag feidhmiú ar ardáin éagsúla agus ní ar aon ardán amháin. Is gá seo a dhéanamh le freastail agus leis an rochtain is fearr a chur ar fáil don phobal uile ar gach aois sa tír
- De réir tuairisce ón gCoimisinéir Teanga níl ag éirí le RTÉ na dualgais reachtúla atá orthu maidir le soláthar sásúil de chláracha teilifíse a dhéanamh le níos lú ná 1% dá gcláracha as Gaeilge le deich bliain anuas. Is gá seo a athrú. Molann an Conradh gur chóir go mbeidh ar a laghad 10% de chláracha an dá stáisiún teilifíse trí Ghaeilge. D'fheadfaí seo a dhéanamh tríd breis cláracha seachtainiúil as Gaeilge sa ghnáthsceideal ar RTÉ 1 agus RTÉ 2, breis tráchttaireacht spóirt a bheith ar fáil as Gaeilge (le spóirt eile seachas cluichí den CLG amháin), breis cláracha do dhaoine óga agus an Ghaeilge in úsáid i ngáthchláracha RTÉ ar nós First Dates, Dancing with the Stars, srl..
- Chuir Foras na Gaeilge deireadh le maoiniú a chur ar fáil do nuachtán Gaeilge priontáilte agus do roinnt iris Ghaeilge ar nós Feasta, an tUltach agus an Timire. Tá Tuairisc.ie agus Nós ar fáil ar fáil ar líne anois amháin
- Tá sé soiléir le 10 mbliain anuas nach bhfuil a dhóthain maoiniú á chur ar fáil do TG4 le fás agus forbairt go sásúil. Bíonn an stáisiún ag feidhmiú ar níos lú ná leath an airgid atá an macasamhail de stáisiún, S4C, sa Bhreatain Bheag. Is gá seo a réiteach
- Tá tar éis éirí an-mhaith le Raidió Rí-Rá fás agus forbairt le 10 mbliain anuas ar ardáin éagsúla leis an idirlíon, app fóin, DAB agus tréimhsí sealadacha ar FM san áireamh. Is fiú foghlaim ó sin agus anois bogadh ar aghaidh go dtí breis ardáin go lánaimseartha, go háirithe ar FM ach chomh maith leis sin ar Freeview, Sky, srl..

1.2. Cé na córais a d'fhéadfadh a bheith ag teastáil chun tacú le hábhar seirbhíse poiblí agus chun é a choinneáil e.g. iriseoireacht d'ardchaighdeán agus neamhspleách, i margadh atá ag fáil níos iomaíche agus níos daingnithe?

- Ba choir Údarás Craolacháin Gaeilge a bhunú mar chóras nua le cinntiú go bhfuil na meáin seirbhíse poiblí agus na meáin níos leithne ag normalú úsáid na Gaeilge go sásúil agus go leanúnach ar na hardáin ar fad a bhaineann leo

1.3. Cén chaoi is féidir leis na meáin seirbhíse poiblí a bheith níos éifeachtaí chun an Ghaeilge, spóirt agus cultúr a chur chun cinn?

- Caithfear a aithint go bhfuil dúshlán faoi leith ann ag na meáin Ghaeilge go háirithe le dul i ngleic leis na hardáin agus an iliomad stáisiúin atá ar fáil don phobal as Béarla. Is féidir leis na stáisiúin seo ar fad freastail ar iliomad sainspéiseanna agus mianta an phobail ar na hardáin ar fad. Tá na meáin Ghaeilge (nó an soláthar as Gaeilge ar stáisiúin a fheidhmíonn trí Bhéarla) an-teoranta ar an méad gur féidir leo a dhéanamh, go háirithe mar gheall nach bhfuil a dhóthain maoinithe ar fáil agus chomh maith leis sin tá an-bhearnaí sa thacaíocht córasach atá ann, m.sh níl aon dualgais ar na stáisiúin teilifíse príobháideacha cláracha Gaeilge a chraoladh cé go bhfuil ceadúnas acu ón Stáit le craoladh sa tír. Tá roinnt moltaí thíos ar conas gur féidir leis na meáin seirbhíse poiblí a bheith níos éifeachtaí chun an Ghaeilge a chur chun cinn:

- Tá seasamh bunreachtúil ag an nGaeilge, cé go bhfuil athrú ollmhór dearfach tagtha ar íomhá na Gaeilge go náisiúnta, agus cé go bhfuil borradh iontach faoin nGaelscolaíocht, feidhmíonn an Ghaeilge fós mar mhionteanga in Éirinn agus tá sí faoi bhrú mór ag leibhéal seachadadh idir-ghlúine mar mháthairtheanga sa Ghaeltacht agus ar fud na hÉireann. An-luath ina saol, tuigeann páistí ó theaghlaigh ina labhraítear Gaeilge mar theanga bhaile go bhfuil tábhacht níos lú ag baint le teanga a dteaghlaigh féin ná leis an teanga a labhraítear i mórchuid na dteaghlach in Éirinn. De réir a chéile, glúin ar ghlúin, tagann meath ar an ugach agus ar an spreagadh chun a bpáistí féin a thógáil trí Ghaeilge. Is í an bheocheist, “Más Éireannach thú 100% mar chainteoir Béarla in Éirinn, cén fáth nach mbeifeá 100% i d’Éireannach mar chainteoir Béarla sa Ghaeltacht?”. Aontaíonn an Conradh le TG4 go bhfuil ról antábhachtach ag na meáin Ghaeilge agus na healaíona cruthaitheacha Gaeilge agus iad ag iarraidh an bheocheist sin a fhreagairt agus féiniúlacht agus saibhriú phobal na Gaeilge a chur chun cinn. Ach caithfidh TG4 a bheith mar institiúid náisiúnta den chéad ghrád agus níl an scála ag TG4 fós a thabharfadh chuig an leibhéal sin muid
- Ba chóir ar a laghad fógra amháin i ngach 5 fógra as Gaeilge de chuid aon fheachtas fógraíochta Stáit a chraoltar ar aon stáisiún teilifíse le ceadúnas craolacháin ón Stáit chun cabhrú le normalú na Gaeilge. Ní fheictear agus ní chloistear an Ghaeilge ach go fíor-annamh in aon fheachtas feasachta faoi láthair
- Ba chóir go mbeidh soláthar sásúil as Gaeilge ar shuíomh gréasáin, sruthanna, podchraoltaí, meáin sóisialta, aipeanna, agus aon ardán eile de chuid na meáin seirbhíse poiblí chomh maith
- Ag baint úsáid as na féidearthachtaí le teicneolaíocht nua ba chóir go mbeidh níos mó fotheidealú i nGaeilge ar fáil ar chláiracha Gaeilge chomh maith le fotheidil as Béarla. Bheadh seo ag freastail ar chainteoirí agus foghlaimeoirí Gaeilge

RAIDIÓ

Léiríonn an íomhá thíos na stáisiúin raidió ar fad atá ar fáil do phobal na hÉireann ó dheas. Níl ach 3 stáisiún Gaeilge lánaimseartha as an 70+ stáisiún agus astu sin tá ceann amháin dírithe go príomha ar phobal na Gaeltachta, ceann eile ag craoladh i mBaile Átha Cliath amháin ar FM agus níl an tríú cheann ag craoladh ar FM go leanúnach. Bíonn cláracha Gaeilge rialta ag an gcuid is mó de na stáisiúin eile ach craoltaítear iad de gnáth lasmuigh d’amanna barréisteachta.



- Le dul i ngleic leis an easpa soláthar Gaeilge, molann an Conradh:
 - gur chóir an soláthar a dhéanann Raidió Rí-Rá, an cairt-stáisiún raidió don aos óg ag feidhmiú ó 2008 le tacaíocht ón Roinn Turasóireachta, Cultúir, Ealaíon, Gaeltachta, Spóirt & Meán, a mhaoiniú le soláthar lánaimseartha a dhéanamh ar ardáin breise, le FM go háirithe san áireamh, agus rochtain ar an stáisiún a chur ar fáil do gach duine óg sa tír.

Tá tacaíocht le feiceáil sa phobal don mholadh seo de réir suirbhé neamhspleách Kantar a rinneadh i 2020 agus i 2017:



- gur chóir go mbeadh coinníoll san áireamh in aon cheadúnas raidió nua a bhronnfaidh Údarás Craolacháin na hÉireann, nó in aon athnuachan ar Chonradh, go mbeidh ar an stáisiún 5% dá chláracha a chur ar fáil trí Ghaeilge agus cuid acu ag amanna barréisteachta (nó soláthar sásúil eile mura dhéantar é seo tríd cláracha faoi leith, ar nós míreanna eolais, spreagúla nó eile)
- Ba chóir ar a laghad fógra amháin i ngach 5 fógra as Gaeilge de chuid aon fheachtas fógraíochta Stáit a chraoltar ar aon stáisiún raidió le ceadúnas craolacháin ón Stáit chun cabhrú le normalú na Gaeilge. Ní fheictear agus ní chloistear an Ghaeilge ach go fíor-annamh in aon fheachtas feasachta faoi láthair
- Ba chóir go mbeidh soláthar sásúil as Gaeilge ar shuíomh gréasáin, sruthanna, podchraoltaí, meáin sóisialta, aipeanna, agus aon ardán eile de chuid na stáisiúin raidió chomh maith

NUAHTÁIN & IRISÍ & LEABHAIR

Léiríonn na híomhánna thíos na nuachtáin agus na hirisí ar fad atá ar fáil do phobal na hÉireann ó dheas. Níl ach dhá nuachtán Gaeilge (Tuairisc.ie agus nós.ie atá ar fáil ar líne amháin) as an 70+ nuachtán sa liosta agus bíonn ailt ó am go chéile ag líon beag de na nuachtáin eile. Chomh maith leis sin, níl ach 4 iris as an 200+ iris agus bíonn ailt ó am go chéile ag líon an-bheag de na hirisí eile.

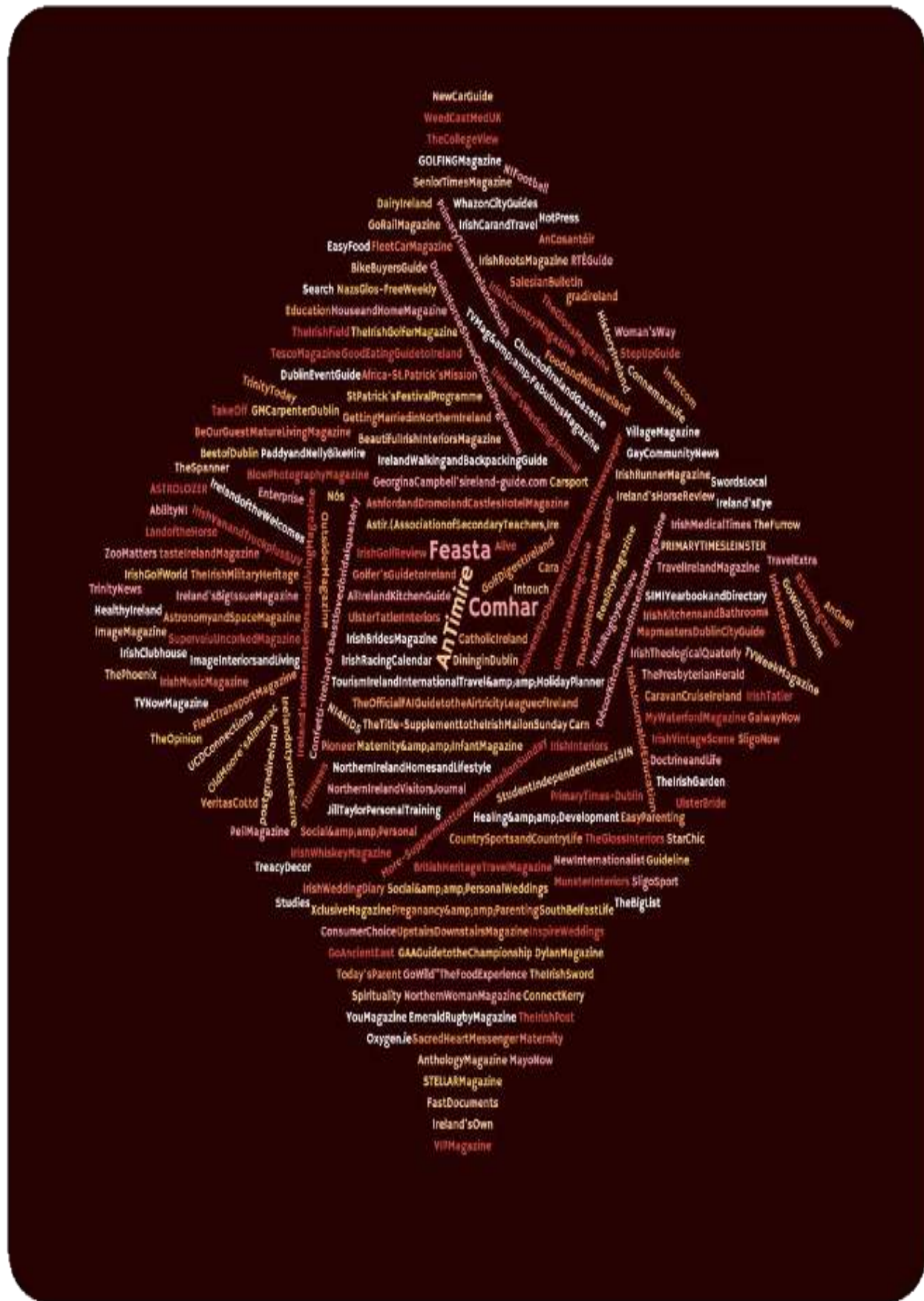
- Le dul i ngleic leis an easpa soláthar Gaeilge, molann an Conradh:
 - Má shocraítear ciste a chur ar fáil do nuachtáin agus d'irisí amach anseo ón Rialtas nó ó fhoinsí Stáit eile, caithefear coinníollacha a chur leis an airgead go mbeidh céadfadán den soláthar déanta trí mheán na Gaeilge
 - gur chóir breis maoinithe a bheith ar fáil chun cabhrú leis na nuachtáin agus irisí Gaeilge reatha a fhorbairt agus le cur leis an líon iriseoirí ag feidhmiú trí mheán na Gaeilge
 - I dtaobh na teicneolaíochta de, tá gá go mbeidh leagan Gaeilge ar fáil de Kindle, Kobo, agus eile

Dublin News
Marine Times
Evening Herald
Roscommon Herald
Saoirse Donegal Democrat
Tuam Herald
The Guardian
Western People
Leinster Leader
Irish News
Evening Echo
Clare Champion
Meath Chronicle
Finn Valley Voices
Killarney Today
Kilbenny People
Mays News
Corkman
Limerick Leader
Sligo Weekender
Offaly Express
Irish Post
Donegal Now
Galway Advertiser
Cork Independent
Northside People
Munster Express
Collegelview
Nanny's Eye

Arondhu
Anglo-Celt
Southern Star
Waterford Today
Ballymena Times
Sunday Business Post
Waterford News and Star
Longford Leader
Donagall Daily
Leinster Express
Sunday World
Fermanagh Herald
Dublin Live .ie
Irish World
Typhlography Star
Limerick Post
Clare People
Irish Examiner
Irish Echo

Carlow Nationalist
Impartial Reporter
thejournal.ie
Irish Independent
lietuvis
Irish Times
Inishowen Independent
Connaught Telegraph
Carlow Nationalist
Impartial Reporter
thejournal.ie
Clare People
Irish Examiner
Cork Independent
Northside People
Munster Express
Collegelview
Nanny's Eye

Tuairisc.ie
Irish Independent
Irish Times
Irish Independent
Limerick Post
thejournal.ie
Clare People
Irish Examiner
Cork Independent
Northside People
Munster Express
Collegelview
Nanny's Eye



1.4. Cén chaoi a mbeadh na meáin seirbhíse poiblí ábalta freagairt níos fearr do riachtanais an phobail agus don méid a bhfuil an pobal ag súil leis?

- Feic an moladh agus an taighde ó Kantar maidir le Raidió Rí-Rá i 1.3. le freagairt do riachtanas an phobail agus an stáisiún raidió a chur ar fáil go lánaimseartha ar FM le maoiniú ón gceadúnas teilifíse reatha
- Tá struchtúr closamhairc na hÉireann mar an gcéanna nach mór leis an am roimh an Acht Craolacháin 2009. Tá sé lonnaithe i mBaile Átha Cliath den chuid is mó. Tá deis mhór ann cur le struchtúr na heacnamaíochta cruthaithí i réigiúin na hÉireann. Is fórsa craoltóireachta poiblí é TG4 atá in ann scála agus idirnáisiúnu a fhorbairt agus a spreagadh san earnáil neamhspleách léiriúcháin sna réigiúin
- Nearthú ar an teacht atá ag Diaspora ar fud an domhain ar ábhar Gaeilge agus ábhar cultúrtha tríd Seinnteoir TG4
- Tá stádas mar chraoltóir seirbhíse poiblí á lorg ag TG4 i dTuaisceart Éireann agus iarratas déanta go mbeadh sé ar fáil ar chainéal a 8 ar Freeview mar go bhfuil sé tábhachtach go mbeidh TG4 so-aimsithe i dTuaisceart Éireann. Aontaíonn an Conradh le TG4 gur cheart go bhfanadh seirbhísí líneacha agus ar éileamh Craolacháin Seirbhíse Poiblí so-aimsithe ar ardáin craoltóireachta in Éirinn.
- Ba chóir go mbeadh tosaíocht feiceálachta ag TG4 HD, TG4+1 agus Seinnteoir TG4 ar gach ardán tábhachtach craoltóireachta agus go mbeadh 'Cúla4' ar fáil ina chainéal ann féin.

1.5. Céard is féidir linn a fhoghlaim ó dhlínsí eile?

- Is féidir a fhoghlaim ó S4C sa Bhreatain Bheag gur gá buiséad i bhfad Éireann níos mó a chur ar fáil do TG4 ná an buiséad reatha a fhaigheann an stáisiún má tá cothrom na féinne le cur ar fáil do TG4. Tá maoiniú poiblí £81.5M ag S4C na Breataine Bige agus tugann an BBC 515 uair an chloig de chláracha in aghaidh na bliana do S4C, luach £22M. Mar sin tá maoiniú iomlán poiblí £103.5M á chur ar fáil don teilifís i mBreatain.
- Ba chóir foghlaim ó thaithí tíortha eile maidir le mionteangacha a chur chun cinn sna meáin agus an tábhacht atá ag na meáin le mionteangacha a chur chun cinn, a stádas a ardú agus cur le normalú na teanga sa phobal. Tá roinnt eolais ábhartha thíos maidir leis seo¹:
 - *If we look at majority language media, the usual practice is to treat linguistic minorities like any other minority: rendering them invisible and marginal. In cases where they get some visibility, the image portrayed is often stereotypical (cf. Alia/Bull 2005)*
 - *Minority media have helped to alter the sociolinguistic order in several ways, encouraging the social prestige of minority languages through the creation of a market directly conceived from the interests of these linguistic minorities and linked to them. Media also stimulates the formal and functional visibility of minority languages. Moreover, the steady presence of a minority language in the media, particularly with audiovisual production, can contribute to the social cohesion of a given community. Finally, the high differential value of media in a minority language should not be overlooked. It can become an incentive for gaining space within a very ethnolinguistically-identified population (cf. Ramallo/Rei-Doval 1997; Vincze/Moring 2013).*
 - *Cormack identifies four elements that highlight the importance of minority language media. These are: 1. The electronic media can have an important symbolic role for language communities. 2. The media can provide a real economic boost, including attractive career prospects for young people who want to work in the minority language. 3. The media are important in developing a public sphere within a language community. 4. The media are also important in relation to how the community is represented both within itself and to outsiders. (Cormack 2004, 2)*

¹ Breis eolais ar fáil in Aguisín A

CEIST 2: FREAGRA & MOLTAÍ

2.1. Céard é an múnla is fearr chun na meáin seirbhíse poiblí a mhaoiniú amach anseo? Cén cur chuige is fearr a thacaíonn le monatóireacht eagarthóireachta neamhspleách agus a bhaineann luach ar airgead amach ag an am céanna chomh maith le spriocanna seirbhíse poiblí a bhaint amach?

- Aontaíonn Conradh na Gaeilge le TG4 gur cheart cothromaíocht níos fearr a bheith i maoiniú poiblí na Meán Seirbhíse Poiblí agus go roinnfí an tsuim chéanna de mhaoiniú poiblí idir Fís Éireann, TG4 agus Ciste Fuaim & Fís an BAI agus atá ag RTÉ, a thabharfadh éagsúlacht agus iolrachas san earnáil agus cothromaíocht san éiceachóras poiblí closamhairc agus a leagan amach réigiúnach
- Ba chóir go mbeadh cothrom na féinne sa mhaoiniú poiblí a cuirtear ar fáil do na craoltóirí poiblí, m.sh. níor chóir go mbeadh éagothromas pá idir oibrithe RTÉ RnaG agus oibrithe eile i RTÉ
- Ba cheart ciste náisiúnta a thabhairt isteach d'ábhar do dhaoine óga faoi 35 agus go mbeadh 'Cúla4' ar fáil ina chainéal ann féin, agus teacht air ar na príomh-ardáin féachana
- Ba chóir Raidió Rí-Rá, an cairt-stáisiún raidió don aos óg ag feidhmiú ó 2008 a mhaoiniú le soláthar lánaimseartha a dhéanamh ar ardáin breise, le FM go háirithe san áireamh, agus rochtain ar an stáisiún a chur ar fáil do gach duine óg sa tír

2.2. Cé na deiseanna atá ann chun múnla gnó agus athruithe eagraíochta a fhorbairt agus a chur i bhfeidhm laistigh de na craoltóirí seirbhíse poiblí (RTÉ agus TG4)?

2.3. Conas mar a bhféadfaí coimisiúnú ábhair, lena n-áirítear ag RTÉ, TG4 agus scéim Fís agus Fuaim an BAI, a choigeartú/a fheabhsú/ a athchóiriú d'fhoinn spriocanna seirbhíse poiblí a bhaint amach níos fearr.

- Stáisiún raidió agus teilifíse a fheidhmíonn trí Bhéarla a chumasú chun cur isteach ar airgead le cláracha as Gaeilge a chur ar fáil

2.4. Cén chaoi ar chóir maoiniú poiblí nó faoisimh cánach a roinnt le soláthróirí Ábhar Seirbhíse Poiblí?

- Ba chóir scéim faoiseamh cánach náisiúnta a chur ar bun le comhlachtaí tráchtála a mhealladh le fógraíocht a dhéanamh ar na meáin éagsúla in Éirinn as Gaeilge

2.5. Céard a chiallóidh an t-aistriú in ioncaim fógraíochta go dtí eagraíochtaí móra teicneolaíochta d'ábhar clóite, ar líne agus craolacháin amach anseo.

- Beidh pacáiste fógraíochta ar gach ardán de chuid an stáisiúin ag teastáil níos mó amach anseo leis an tairiscint fógraíochta a láidriú do na comhlachtaí tráchtála

2.6. Cén ról atá ann do mhúnlaí maoiniúcháin eile do sholáthróirí Ábhar Seirbhíse Poiblí - deonach, sluaifhoinsiú, síntiús?

CEIST 3: CÉN CHAOI A CHEART NA MEÁIN A RIALÚ AGUS A RIALÁIL?

3.1. Cé na hathruithe rialála ag leibhéal AE nó domhanda a bhféadfadh tionchar a bheith acu ar rialáil meán seirbhíse poiblí sa tréimhse amach romhainn?

- Tá bru leanúnach domhanda le glacadh leis an mBéarla mar an teanga tráchtála agus ba chóir cur i gcoinne seo tríd breis úsáid a bhaint as an nGaeilge le léiriú uathúlacht na tíre agus le spreagadh a thabhairt don teanga

3.2. Cé na dúshláin atá i gceist le meáin seirbhíse poiblí neamhspleách agus bhríomhara, tríd úinéireacht atá ag méadú / iolracht atá ag laghdú i margadh na hÉireann a thabhairt le chéile?

3.3. An leor na rialuithe reatha reachtaíochta agus rialála do na meáin seirbhíse poiblí?

- Ba chóir go n-aithneofaí ‘Craoltóireacht na Gaeilge’ a chur san áireamh mar phríomhdhualgais in aon sainmhíniú nua de ‘craoltóireacht sheirbhíse poiblí’ in aon reachtaíocht chumarsáide leasaithe nó nuadréachtaithe
- Go dtreiseofaí na míreanna faoin nGaeilge san Acht Craolacháin chun cur ar chumas ÚCÉ polásaí Gaeilge gníomhach a fhorbairt i bpáirt leis na stáisiúin raidió. Chuige sin, go leasófaí Alt 66 (2) (d), a bhaineann le stáisiúin raidió go ginearálta, agus Alt 66 (3), a bhaineann le stáisiúin a bhfuil limistéir Ghaeltachta ina gceantair shaincheadúnais

Minority Languages in Media Communication: Fernando Ramallo 2017

The interest of sociolinguists in media communication can be explained by multiple reasons, such as (i) the relevance of the media in the processes of social change and development; (ii) the variety of discursive genres; and (iii) their role as agents in language policy and linguistic normalization. The media select the events they portray and design communicative strategies to change or uphold power structures. The media play a crucial role in the management of multilingualism, especially in contexts of language minorization, where they are a relevant agent in the production and/or reproduction of the status quo, attitudes and ideologies (cf. KellyHolmes 2012; Kelly-Holmes/Milani 2013). If we look at majority language media, the usual practice is to treat linguistic minorities like any other minority: rendering them invisible and marginal. In cases where they get some visibility, the image portrayed is often stereotypical (cf. Alia/Bull 2005). The media have undoubtedly influenced linguistic minorities. This influence is conceived from two opposing views. On the one hand, it is seen as a positive phenomenon, since it can present an opportunity for multilingualism in general and for minority languages in particular; on the other hand, it is considered as negative because it can be a threat to minority languages (cf. Cormack 2007).

Therefore, it is evident that many minority language communities have been able to create their own communicative space using their own languages as an opportunity to promote language maintenance, linguistic diversity and multilingualism (cf. KellyHolmes/Moriarty/Pietikäinen 2009 for a comparative review of Basque, Irish and Sami). Unlike public and private minority language media sources, the existence of media produced and consumed by language minorities from the community approach means that there is a responsible initiative that empowers the local community. This is accomplished through non-profit practices that demonstrate a full awareness of the right of a community to be informed in its own language, beginning with its cultural constructs. In this way, the media contribute to promoting the critical plurality and diversity necessary to move toward a mature democracy that works toward ending social inequality (cf. Curran 2011; AMARC 2014; Lema Blanco/Meda González 2016).

Minority media have helped to alter the sociolinguistic order in several ways, encouraging the social prestige of minority languages through the creation of a market directly conceived from the interests of these linguistic minorities and linked to them. Media also stimulates the formal and functional visibility of minority languages. Moreover, the steady presence of a minority language in the media, particularly with audio-visual production, can contribute to the social cohesion of a given community. Finally, the high differential value of media in a minority language should not be overlooked. It can become an incentive for gaining space within a very ethnolinguistically-identified population (cf. Ramallo/Rei-Doval 1997; Vincze/Moring 2013). This is why the domination of the media within the processes of subjectification, the construction of social imaginaries and the movement by the elite toward “naturalizing” the dominant ideological structure presents a serious challenge to Minority Languages in Media Communication 455 democracy (not to be understood as participatory democracy, which, undoubtedly, this way of understanding the media helps to strengthen, but rather, direct democracy). We must bear in mind that information and opinion are produced in order to satisfy a market which has been created, targeted and ruled by the interests these same social majority groups mobilize, marginalizing minorities due to their lack of cost-effectiveness.

According to Cormack (2007, 56): “the more limited audiences of many minority language communities are likely to be seen as uneconomic”, and this is also happening in the public media. The dominance of the economic value of the media as a requirement for its existence is an affront to democracy. As a result of their marginalization in the media, many minority languages constitute one of the sectors that are most affected by this democratic deficiency (cf. Salawu/Chibita 2016 for a detailed approach to the African case).

Furthermore, language quality is a key aspect in the production of media communication in minority languages. Given the relevance the media have in creating models (including language models), media professionals need to be proficient in speaking and writing in the minority languages. This is essential for every communications professional, but it should be even more important with minority languages in order to contribute to strengthening the prestige of the language and to avoid trivialization and discredit. In many situations of language shift, language minority communities have been able to produce media in their own languages, helping to alter the sociolinguistic order in several ways. In general terms, the fact that a language minority has media is an indicator of its vitality, although that is not necessarily a guarantee for long-term vitality. Cormack (2013, 256) shows some assumptions about how the media can help minority languages: the media give status, they can link and unify different segments of the language community, they can provide a context for economic development, etc.

In the language reversal model proposed by Fishman (1991), of the factors affecting the future of minority language groups, the presence of minority languages in the media is seen as a secondary objective, and is of less importance than the revival of the language in the family and community. In his revision of the model ten years later, Fishman even noted that “the media can interfere with intergenerational Xish mothertongue transmission more easily and more frequently than they can reinforce it, if only because there are ever so much more Yish media than Xish media” (Fishman 2001, 473).

It is undeniable that the field of mediated communication is nowadays a key element for the production and reproduction of minority languages. In this sense, Cormack (2004, 2) counteracts some of Fishman's arguments and identifies four elements that highlight the importance of minority language media. These are: 1. The electronic media can have an important symbolic role for language communities. 2. The media can provide a real economic boost, including attractive career prospects for young people who want to work in the minority language. 3. The media are important in developing a public sphere within a language community. 4. The media are also important in relation to how the community is represented both within itself and to outsiders.



Submission

to

The Future of Media Commission

from

Chonradh na Gaeilge

08 January 2021

BACKGROUND

Conradh na Gaeilge is the democratic forum for the Irish language community and the organisation promotes and works on behalf of the language across Ireland and throughout the world.

The organisation's main objective is to re-establish the use of Irish as the standard common language in Ireland. Since its foundation on 31 July 1893 members of the Conradh have been actively promoting Irish in every aspect of life in Ireland, ranging from legal and educational matters to the development of media and communication services through the medium of Irish.

Conradh na Gaeilge has been selected by Foras na Gaeilge, the all-island body promoting the Irish language on behalf of the two Governments north and south, as one of six lead-organisations to receive funding for the purpose of developing the Irish language on the island of Ireland. Conradh na Gaeilge has been selected, primarily, to protect and advocate for language rights and to raise awareness in relation to the Irish language.

Conradh na Gaeilge has 180 branches and numerous individual members across Ireland, with all its members working diligently to promote the use of Irish in their own areas. Further information regarding the work of Conradh can be accessed at www.cnag.ie.

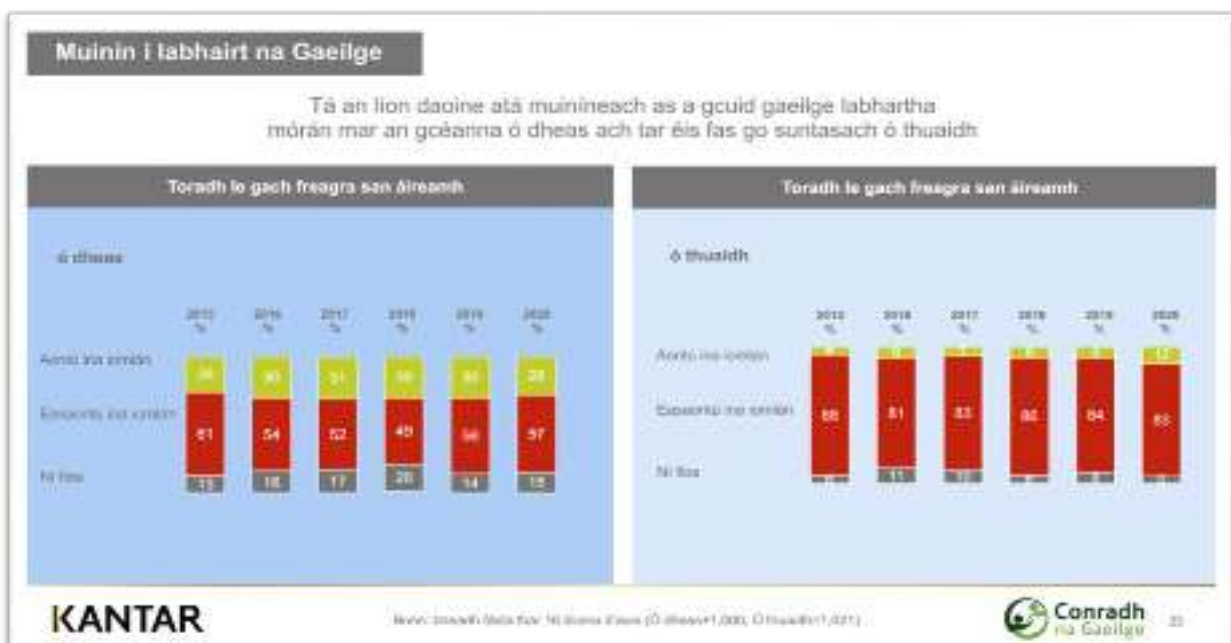
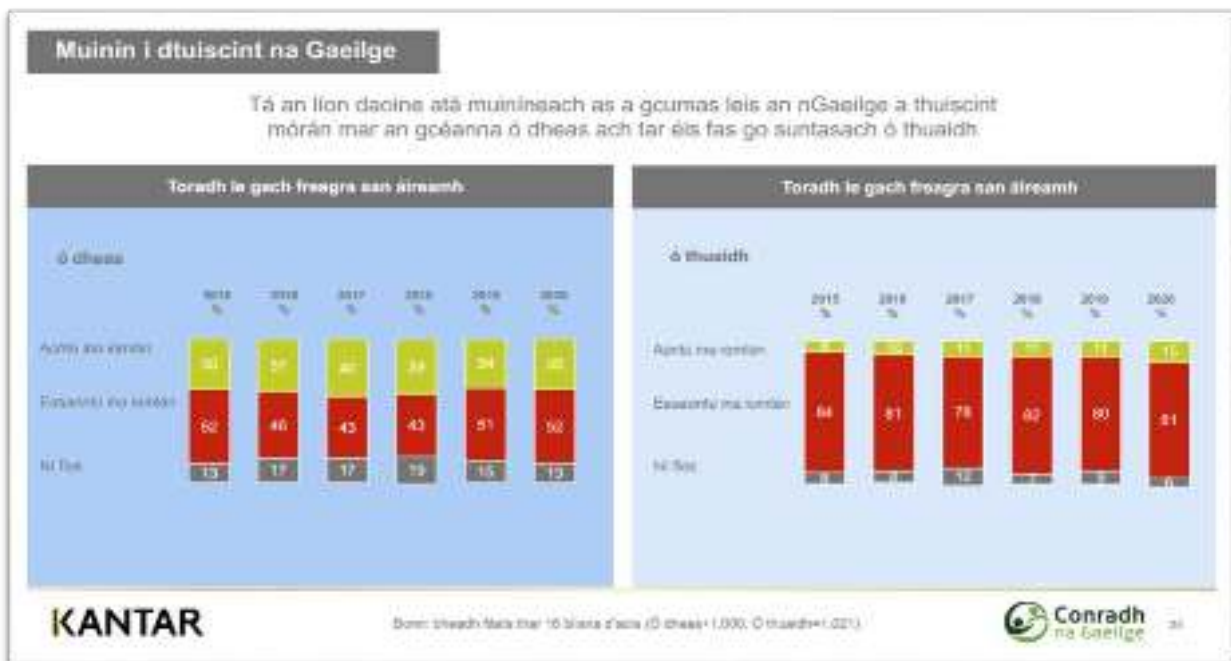
FOREWORD

Conradh na Gaeilge is pleased to have this opportunity to make a submission to the Future of Media Commission.

Conradh na Gaeilge believes that it is crucial that the Irish language should be seen and heard frequently and constructively on the public broadcasting services and we would like this to be implemented through the recommendations formulated by the Commission in order to establish a strong foundation for the future of media.

How should the Government develop and support the concept and role of public service media and what should its role in relation to public service content in the wider media be?

- The Government should ensure that public service broadcasters are obliged to play an important role in normalising the use of Irish in the country and within our society.
- The Government should ensure that the wider media has a similar role to play in normalizing the use of Irish and this should include every radio and television station operating in Ireland under licence from the State.
- The public service media and the wider media should work on normalising the use of Irish in the media, not just to cater for those who speak Irish on a daily basis but to cater for the general population who are supportive of the language and have competence in speaking it. The facts below indicate the confidence level of the public regarding the speaking and comprehension of Irish, according to research undertaken by Kantar over a five year period:



(See Appendix B for graphic 1 and 2 translation)

- Comprehensive provisions should be made for the Irish language by all media operating in Ireland and high quality programmes in Irish should be heard and viewed on a multitude of media outlets during peak listening and viewing hours.
- Particular emphasis should be placed on the needs of young people by:
 - Providing quality and comprehensive service on public service media across all platforms, for children whose native language is Irish, for children attending Irish medium schools and for those who have an affinity with the language.
 - Raidió Rí-Rá, a radio chart station set up in 2008 and operating with the support of the Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media should be funded to provide a fulltime service on additional platforms, in particular on FM, and every young person in the country should have access to the station.

What can be learned from the evolution of public service media over the last decade?

- Radio and television stations as well as newspapers and journals need to operate not just on one platform but across all platforms. This is necessary in order to cater to all age groups within our community and ensure quality access for all.
- According to a report issued by An Coimisinéir Teanga. RTÉ is not fulfilling its legal responsibility to deliver an adequate supply of television programmes, in that over the last ten years, less than 1% of its programme output has been in Irish. This needs to change. Conradh na Gaeilge recommends that at least 10% of the programmes broadcast by both stations should be in Irish. This could be achieved by producing more weekly programmes in Irish within the regular RTÉ 1 and RTÉ 2 schedules, having more sports commentary in Irish (to include other sports as well as GAA matches), delivering more programmes in Irish for the younger audiences and the use of Irish in RTÉ's regular programmes, for example First Dates, Dancing with the Stars etc.
- Foras na Gaeilge no longer provides funding for Irish language print newspapers, nor does it fund Irish language journals such as Feasta, An tUltach and An Timire. Tuairisc.ie and Nós are now available online only.
- It has become obvious over the past ten years that the funding available to TG4 is not adequate, if the station is to grow and develop satisfactorily. The station operates on less than half of the funding allocated to its equivalent in Wales, SC4. This needs to be addressed.
- Raidió Rí-Rá has developed and expanded over the past ten years on various platforms, including the internet, a phone app, DAB and temporary intervals on FM. We can learn from this experience and move to other platforms on a full time basis, particularly to FM but also Freeview, Sky, etc.

1.2. What systems may be required to support and sustain public service content e.g. high quality, independent journalism, in an increasingly competitive and consolidated market?

- A new Irish language Broadcasting Authority should be set up to see to it that the public service media and the wider media can normalise, in a continuous and satisfactory manner, the use of Irish on all their platforms.

1.3. How might public service media be more effective in promoting the Irish language, sport and culture?

- It must be recognized that media broadcasting through the medium of Irish face certain challenges in particular as relates to competing with the many platforms and stations available to the English-speaking community. All of these stations can meet the requirements and the numerous special interests of their listeners across all of the platforms. The Irish language media (including Irish content provided by stations operating through English) is restricted in what it can achieve due to the fact that it is under-resourced and that the support system have many deficits, e.g. the private television stations are not obliged to produce programmes in Irish even though they are licensed by the State to broadcast in this country. There are some recommendations below on how the public service media could be more effective in promoting the Irish language.

- The Irish language has an official status, but despite the fact that there is now a more positive attitude towards the language and that Irish medium schools are expanding, Irish is still a minority language in Ireland and is under immense pressure due to the low level of intergenerational transmission as a mother tongue in the Gaeltacht and throughout Ireland. At a very young age children from Irish speaking families come to realise that the language spoken within their own families has a lower value than the language being spoken by the majority of families in Ireland. Gradually, generation by generation, the motivation and the impetus to raise their families through the medium of Irish declines. The crux of the matter is, "If, as an English speaker, you are 100% Irish while living in Ireland, why is it you cannot be 100% Irish as an English speaker living in the Gaeltacht?" Conradh na Gaeilge agrees with TG4 that the Irish language media and the creative arts have a crucial role to play in attempting to answer this question and in promoting the identity and cultural enrichment of the Irish language community. TG4 should be a first class national institution, but it has not yet reached the scale where this could be attained.
- When the State runs a public awareness advertising campaign, at least one advertisement out of every five should be in Irish if it is being broadcast on a station operating on a Government licence. This would help in normalising the language as we rarely see or hear Irish being used in awareness campaigns at the moment.
- Web sites, streaming, podcasts, social media, apps and other platforms which are part of the public broadcasting media should also provide for the Irish language to a satisfactory level.
- Using the potential provided by new technology there should be more subtitles in Irish as well as in English on programmes delivered through Irish. This would serve the needs of Irish speakers and learners of the language.

RADIO

The images below show all of the radio stations available to Irish listeners in the south. Out of the 70+ stations only 3 are broadcasting in Irish on a full time basis. Of the 3, one focuses primarily on the Gaeltacht communities, the second is available on FM and the third station does not broadcast continuously on FM. Although most of the other stations regularly broadcast programmes in Irish they tend to air outside of peak listening times.



- To tackle the lack of provision through Irish, Conradh na Gaeilge recommends:
 - that the service being provided by Raidió Rí-Rá, the chart station for the younger generation which has been in existence since 2008 with the support of the Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media should receive sufficient funding to allow the station to provide a full-time service on additional platforms, including in particular FM, and that the station be made accessible to every young person in the country.

An independent Kantar survey conducted in 2020 and in 2017 revealed that there was public support for this recommendation:



- **(See Appendix B for graphic 3 translation)**
- that any new licence awarded or any contract renewed by the Irish Broadcasting Authority should stipulate that the private television station in question will have to produce 5% of its programme output through Irish, and that some of them should be broadcast at peak listening times (or by other suitable means if not being provided through individual programmes, e.g. items which are informative or motivational etc.)

- Where the State is running a public awareness advertising campaign at least one advertisement out of every five should be in Irish, if it is being broadcast on a station operating with a Government licence. This would help in normalising the use of Irish. At the moment we rarely see or hear Irish being used in public awareness campaigns.
- Web sites, streaming, podcasts, social media, apps and other platforms belonging to these stations should also provide for the Irish language to a satisfactory level.

NEWSPAPERS, JOURNALS & BOOKS

All of the newspapers and journals available to Irish people in the south are listed in the image below. Out of the 70+ newspapers listed here only two are available in Irish (Tuairisc.ie and nós.ie, which are available online only) and occasionally a small number of the English newspapers will publish articles in Irish. Additionally, out of the 200+ journals only 4 are in Irish and occasionally a small number of the other journals will publish articles in Irish.

- To overcome the lack of material being provided in Irish, Conradh recommends:
 - If it is determined in future to award Government or other state funding for the publication of newspapers and journals, this funding should be awarded only on the condition that a percentage of the publication will be in Irish.
 - More funding should be provided so that the newspapers and journals currently being published in Irish can be developed and in order to add to the number of journalists working through the medium of Irish.
 - Regarding technology, Irish language versions of Kindle, Kobo etc must be made available.

NewCarGuide
 WeedCastMediaUK
 TheCollegeView
 GOLFINGMagazine
 SeniorTimesMagazine
 DairyIreland
 WhazonCityGuides
 GoRailMagazine
 IrishCarandTravel
 EasyFood FleetCarMagazine
 BikebuyersGuide
 Search NazisGlos-FreeWeekly
 EducationHouseandHomeMagazine
 TheIrishField TheIrishGolfMagazine
 TweekMagazine GoodLatingGuidetoIreland
 DublinEventGuideAfrica-St.Patrick'sMission
 TrinityToday
 TakeOff GMCarpenterDublin
 BeOurGuestMaturesLivingMagazine
 BestofDublin PaddyandNebyBikeHire
 TheSpanner
 ASTROLOGER
 AbilityNI
 LandoftheHorse
 ZooMatters tasteIrelandMagazine
 IrishGolfWorld TheIrishMilitaryHeritage
 TrinityNews
 HealthyIreland
 ImageMagazine
 IrishClubhouse
 ThePhoenix
 TVNowMagazine
 TheOpinion
 UCDConnections
 ClaremoreSalman
 VeritasCott
 PillMagazine
 TreacyDecor
 Studies
 IrishWeddingDiary Social&PersonalWeddings
 ConsumerChoiceUpstairsDownstairsMagazineInspireWeddings
 GoAncientEast GAAGuidetotheChampionship DylanMagazine
 Today'sParent GoWild TheFoodExperience TheIrishSword
 Spirituality NorthernWomanMagazine ConnectKerry
 YouMagazine EmeraldRugbyMagazine TheIrishPost
 Oxygen.IeSacredHeartMessengerMaternity
 AnthologyMagazine MayoNow
 STELLARMagazine
 FastDocuments
 Ireland'sOwn
 VMMagazine
 WhazonsCityGuides
 HotPress
 AnCosantóir
 IrishRootsMagazine RTÉGuide
 SafedianBulletin
 gradineland
 TwinklMagazine
 ChurchofIrelandMagazine
 FoodandWineIreland
 FabulousMagazine
 Woman'sWay
 StepUpGuide
 Intercom
 CommemorateLife
 VillageMagazine
 GayCommunityNews
 IrishRunnerMagazine
 SwordLocal
 Ireland'sHorseReview
 Ireland'sEye
 IrishMedicalTimes ThePurrow
 PRIMARYTIMESLEINSTER
 TravelIrelandMagazine
 TravelExtra
 AnGaen
 IrishKitchensandBathrooms
 MapmastersDublinCityGuide
 IrishTheologicalQuarterly TVWeekMagazine
 ThePresbyterianIreland
 CaravanCruiseIreland IrishFadler
 HyWaterfordMagazine GalwayNow
 IrishVintageScene SligoNow
 DoctrineandLife
 TheIrishGarden
 UlsterBride
 Healing&Development EasyParenting
 CountrySportsandCountryLife TheGlossInteriors StarChic
 RewInternationalist Guideline
 MunsterInteriors SligoSport
 TheBigList
 Feasta
 Artimire
 Comhar
 Níós
 Astir, (Association of Secondary Teachers, Ire
 IrishGolfReview
 Goller'sGuidetoIreland
 AllIrelandKitchenGuide
 UlsterFallerInteriors
 IrishBridesMagazine
 IrishRacingCalendar
 DininginDublin
 TourismIrelandInternationalTravel&HolidayPlanner
 TheOfficialFAIGuidetotheAirticityLeagueofIreland
 TheTitle-SupplementtotheIrishMailonSunday Carn
 Pioneer Maternity&InfantMagazine
 NorthernIrelandHomesandLifestyle
 NorthernIrelandVisitorsJournal
 JillTaylorPersonalTraining
 Social&Personal
 IrishWhiskeyMagazine
 BritishHeritageTravelMagazine
 Social&PersonalWeddings
 SouthBelfastLife
 InspireWeddings
 DylanMagazine
 TheIrishSword
 ConnectKerry
 EmeraldRugbyMagazine
 TheIrishPost
 SacredHeartMessenger
 Maternity
 MayoNow
 STELLARMagazine
 FastDocuments
 Ireland'sOwn
 VMMagazine

1.4. How might public service media better respond to the needs and expectations of the public?

- Note the recommendations and the research conducted by Kantar in relation to Raidió Rí-Rá in 1.3. as a means of responding to the needs of the public by making this radio station available on a full time basis on FM, through funding from the current television licence.
- The audiovisual structure in Ireland is almost as it was before the enactment of the Broadcasting Act in 2009. It is mainly Dublin based. It provides a great opportunity for the further development of the creative economy throughout the regions in Ireland. TG4 is a public broadcasting force which could develop and motivate on an international scale the independent production sector in the regions.
- Improve access to content in Irish and to cultural content for our Diaspora throughout the world through the TG4 Player.
- TG4 is applying for status as a public service broadcaster in Northern Ireland and has requested that it should be made available on channel 8, Freeview, because it is important that TG4 should be accessible in Northern Ireland. Conradh na Gaeilge agrees with TG4 that Public Service Media online and on demand should remain accessible on broadcasting platforms in Ireland
- TG4 HD, TG4+1 and the TG4 Player should have prime visibility on every key media platform and 'Cúla4' should be a channel unto itself.

1.5. What can we learn from other jurisdictions?

- We are aware from the experience of S4C in Wales that a budget substantially greater than that being presently allocated to it is required by TG4, if it is to be treated equitably. The public funding awarded to SC4 is £81.5M, BBC provides the station with 515 hours of programming each year, which is worth £22M. This means that the total amount of public funding allocated to the production of television programmes in Welsh is £103.5M.
- We should learn from the experience of other countries as regards promoting minority languages in the media and regarding the importance of media in supporting a minority language, improving its status and normalising its use in society. Some relevant facts pertaining to this are provided below¹:
 - *If we look at majority language media, the usual practice is to treat linguistic minorities like any other minority: rendering them invisible and marginal. In cases where they get some visibility, the image portrayed is often stereotypical (cf. Alia/Bull 2005)*
 - *Minority media have helped to alter the sociolinguistic order in several ways, encouraging the social prestige of minority languages through the creation of a market directly conceived from the interests of these linguistic minorities and linked to them. Media also stimulates the formal and functional visibility of minority languages. Moreover, the steady presence of a minority language in the media, particularly with audiovisual production, can contribute to the social cohesion of a given community. Finally, the high differential value of media in a minority language should not be overlooked. It can become an incentive for gaining space within a very ethnolinguistically-identified population (cf. Ramallo/Rei-Doval 1997; Vincze/Moring 2013).*
 - *Cormack identifies four elements that highlight the importance of minority language media. These are: 1. The electronic media can have an important symbolic role for language communities. 2. The media can provide a real economic boost, including attractive career prospects for young people who want to work in the minority language. 3. The media are important in developing a public sphere within a language community. 4. The media are also important in relation Cormack to how the community is represented both within itself and to outsiders. (Cormack 2004, 2)*

¹ Further information available in Appendix A

2.1. What is the best model for future funding of public service media in Ireland? What approach best supports independent editorial oversight while achieving value for money and delivering on public service aim?

- Conradh na Gaeilge is in agreement with TG4 that more equity is required in relation to the funding of public service media and that the resources from public funds awarded to Vision Ireland, TG4 and the BAI Sound and Vision scheme should be on par with that given to RTÉ, ensuring variety and plurality within the sector and a balance in the public audiovisual sector and its regional configuration.
- Public broadcasters should be treated equitably when it comes to public funding e.g. we should not have a situation where a disparity in income exists between workers in RTÉ RnaG and their counterparts in RTÉ.
- A national fund should be set up for the delivery of material suitable for those under 35 and 'Cúla4' should have its own channel, available through the main audience platforms.
- Raidió Rí-Rá, a chart station which has been in operation since 2008, catering for the younger age group, should receive funding so it can provide extra platforms on a fulltime basis, especially including FM and access to the station should be available to every young person in the country.

2.2. What opportunities exist to develop and implement business model and organisational changes within the public service broadcasters (RTÉ and TG4)?

2.3. How might content commissioning including, by RTÉ, TG4 and the BAI Sound and Vision scheme, be adjusted/ improved/reformed to better achieve public service aims?

- Radio and television stations operating through the medium of English should be given the opportunity to apply for funding so they could produce programmes in Irish.

2.4. How should public funding or tax reliefs be apportioned to Public Service Content providers?

- A national tax relief scheme should be set up which would incentivise businesses to advertise in Irish on the various media operating in Ireland.

2.5. What does the shift in advertising revenues towards big tech firms mean for the future of print, online and broadcast media?

- Each of the station's platforms will need advertising packages in future to strengthen bidding potential for commercial businesses.

2.6. What role is there for alternative funding models for public Service Content Providers - voluntary crowdsourcing, subscription?

3.1. What regulatory changes at EU or global level might impact on the governance of public service media in the period ahead?

- There is global pressure on a continuous basis towards the acceptance of English as the language of commerce. This should be opposed by using Irish more frequently in order to demonstrate our country's uniqueness and to encourage the language.

3.2. What challenges are posed to a vibrant independent public service media by increasing consolidation/declining plurality of ownership in the Irish market?

3.3. Are current legislative and regulatory controls for public service media adequate?

- Any new definition of 'public broadcasting services' as a result of new or amended legislation for media services, should include 'Broadcasting in Irish' as a key responsibility.
- The sections in the Broadcasting Act which relates to the Irish language should be strengthened to enable the Irish Broadcasting Authority to develop an active Irish language policy in partnership with the radio stations. To this end Section 66 (2) (d), which deals with radio stations in general, should be amended, as well as Section 66 (3), which relates to stations which have a Gaeltacht area within their specific licence district.

Appendix A:

Minority Languages in Media Communication: Fernando Ramallo 2017

The interest of sociolinguists in media communication can be explained by multiple reasons, such as (i) the relevance of the media in the processes of social change and development; (ii) the variety of discursive genres; and (iii) their role as agents in language policy and linguistic normalization. The media select the events they portray and design communicative strategies to change or uphold power structures. The media play a crucial role in the management of multilingualism, especially in contexts of language minorization, where they are a relevant agent in the production and/or reproduction of the status quo, attitudes and ideologies (cf. KellyHolmes 2012; Kelly-Holmes/Milani 2013). If we look at majority language media, the usual practice is to treat linguistic minorities like any other minority: rendering them invisible and marginal. In cases where they get some visibility, the image portrayed is often stereotypical (cf. Alia/Bull 2005). The media have undoubtedly influenced linguistic minorities. This influence is conceived from two opposing views. On the one hand, it is seen as a positive phenomenon, since it can present an opportunity for multilingualism in general and for minority languages in particular; on the other hand, it is considered as negative because it can be a threat to minority languages (cf. Cormack 2007).

Therefore, it is evident that many minority language communities have been able to create their own communicative space using their own languages as an opportunity to promote language maintenance, linguistic diversity and multilingualism (cf. KellyHolmes/Moriarty/Pietikäinen 2009 for a comparative review of Basque, Irish and Sami). Unlike public and private minority language media sources, the existence of media produced and consumed by language minorities from the community approach means that there is a responsible initiative that empowers the local community. This is accomplished through non-profit practices that demonstrate a full awareness of the right of a community to be informed in its own language, beginning with its cultural constructs. In this way, the media contribute to promoting the critical plurality and diversity necessary to move toward a mature democracy that works toward ending social inequality (cf. Curran 2011; AMARC 2014; Lema Blanco/Meda González 2016).

Minority media have helped to alter the sociolinguistic order in several ways, encouraging the social prestige of minority languages through the creation of a market directly conceived from the interests of these linguistic minorities and linked to them. Media also stimulates the formal and functional visibility of minority languages. Moreover, the steady presence of a minority language in the media, particularly with audio-visual production, can contribute to the social cohesion of a given community. Finally, the high differential value of media in a minority language should not be overlooked. It can become an incentive for gaining space within a very ethnolinguistically-identified population (cf. Ramallo/Rei-Doval 1997; Vincze/Moring 2013). This is why the domination of the media within the processes of subjectification, the construction of social imaginaries and the movement by the elite toward “naturalizing” the dominant ideological structure presents a serious challenge to Minority Languages in Media Communication 455 democracy (not to be understood as participatory democracy, which, undoubtedly, this way of understanding the media helps to strengthen, but rather, direct democracy). We must bear in mind that information and opinion are produced in order to satisfy a market which has been created, targeted and ruled by the interests these same social majority groups mobilize, marginalizing minorities due to their lack of cost-effectiveness.

According to Cormack (2007, 56): “the more limited audiences of many minority language communities are likely to be seen as uneconomic”, and this is also happening in the public media. The dominance of the economic value of the media as a requirement for its existence is an affront to democracy. As a result of their marginalization in the media, many minority languages constitute one of the sectors that are most affected by this democratic deficiency (cf. Salawu/Chibita 2016 for a detailed approach to the African case).

Furthermore, language quality is a key aspect in the production of media communication in minority languages. Given the relevance the media have in creating models (including language models), media professionals need to be proficient in speaking and writing in the minority languages. This is essential for every communications professional, but it should be even more important with minority languages in order to contribute to strengthening the prestige of the language and to avoid trivialization and discredit. In many situations of language shift, language minority communities have been able to produce media in their own languages, helping to alter the sociolinguistic order in several ways. In general terms, the fact that a language minority has media is an indicator of its vitality, although that is not necessarily a guarantee for long-term vitality. Cormack (2013, 256) shows some assumptions about how the media can help minority languages: the media give status, they can link and unify different segments of the language community, they can provide a context for economic development, etc.

In the language reversal model proposed by Fishman (1991), of the factors affecting the future of minority language groups, the presence of minority languages in the media is seen as a secondary objective, and is of less importance than the revival of the language in the family and community. In his revision of the model ten years later, Fishman even noted that “the media can interfere with intergenerational Yish mothertongue transmission more easily and more frequently than they can reinforce it, if only because there are ever so much more Yish media than Xish media” (Fishman 2001, 473).

It is undeniable that the field of mediated communication is nowadays a key element for the production and reproduction of minority languages. In this sense, Cormack (2004, 2) counteracts some of Fishman's arguments and identifies four elements that highlight the importance of minority language media. These are: 1. The electronic media can have an important symbolic role for language communities. 2. The media can provide a real economic boost, including attractive career prospects for young people who want to work in the minority language. 3. The media are important in developing a public sphere within a language community. 4. The media are also important in relation to how the community is represented both within itself and to outsiders.

Appendix B:

Grafiac 1:

Confidence in understanding Irish

The number of people who have confidence in their ability to understand Irish has remained more or less the same in the south but has increased considerably in the north.

Result excluding answer

South

Completely agree

Completely disagree

Don't know

North

Completely agree

Completely disagree

Don't know

Basis: adults over 16 years of age (south + 1,000, north = 1,021)

Grafiac 2:

Confidence in speaking Irish

The number of people who have confidence in their ability to speak Irish has remained more or less the same in the south but has increased considerably in the north

South

Completely agree

Completely disagree

Don't know

North

Completely agree

Completely disagree

Don't know

Basis: adults over 16 years of age (south + 1,000, north = 1,021)

Grafiac 3:

An Irish language Radio station for Young People (in the south)

Three out of five support the setting up of an Irish Language Radio Station for young people

Result including all answers

*Results 2017 I ()

As a % of population 59% would be equivalent to 2,810,000 people in the south

South

Agree (60)

Don't know (28)

Disagree (12)

Result excluding all 'Don't knows' and 'No opinions'

South

Agree

Disagree

Q.11 An Irish Language Radio Station catering for young people and available on FM should be funded from the current licence fee (south=1,000)