

Céard é an Scéal?

Tuairimí an Phobail
i leith na Gaeilge

Anailís Bhliantúil 3

2017

Public Opinions
on the Irish Language

Annual Analysis 3



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Clár

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1. Achoimre Fheidhmeach

Rinneadh an taighde seo idir Feabhra agus Meán Fómhair 2017, agus is í an aidhm a bhí leis tuiscint a fháil ar thuairimí an phobail i leith na Gaeilge agus cuid de na saincheisteanna a bhaineann léi. Seo a leanas cuid de na príomhréimsí a ndearnadh scrúdú orthu san obair seo:

- Turasóireacht agus an Ghaeilge
- An Ghaeilge agus na Meáin
- Feachtais Ghaeilge
- An Ghaeltacht mar acmhainn d'fhoghlaimoír
- Bealaí neamhoideachais leis an Ghaeilge a chur chun cinn
- Muinín agus cumas sa Ghaeilge

Bhí cur chuige cainníochtúil agus cáilíochtúil i gceist leis an staidéar. Ar an taobh cainníochtúil, rinneadh suirbhé ar níos mó ná 2,000 duine ó thuaidh agus ó dheas. Tar éis anailís a dhéanamh ar na torthaí seo, tionóladh fócasghrúpaí chun plé níos mionsonraithe a dhéanamh ar chuid de na torthaí, d'fhonn léiriú níos fearr ó thaobh comhthéacs de a sholáthar. Roghnaíodh na rannpháirtithe chun grúpaí sainleasmhara ábhartha a chur san áireamh, chomh maith le grúpaí a bhí ionadaíoch don tsochaí níos leithne, agus ní gá go mbeadh ceangal acu leis an teanga.

Léiríonn na torthaí go bhfuil an pobal, go ginearálta, dearfach i leith na teanga. De réir na fianaise, tá tacaíocht phoiblí ann don Ghaeilge, agus bearta a bhaineann léi, i bhfad níos doimhne ná pobal na Gaeilge amháin.

Is minic a aistríonn an dearfach seo ina lántacaíocht dhíreach ar son beart a d'fhorbródh an teanga agus a thabharfadh tacaíocht don phobal, agus is cosúil go bhfuil sé le fáil ar fud na ngrúpaí éagsúla inscne agus aoise. Léirítear sa staidéar go bhfuil creideamh forleathan ann go bhfuil ról tábhachtach ag an Ghaeilge maidir leis an turasóireacht a fhorbairt anseo, agus go mbeadh tionchar dearfach ag an ról sin ar an teanga féin. Meastar go bhfuil na meáin Ghaeilge ríthábhachtach don phobal, agus do thodhchaí na teanga. Cé go gcuireann sí deiseanna ar fáil, tá creidiúint ann go dteastaíonn níos mó tacaíochta chun na deiseanna sin a bhaint amach mar is ceart. Pléadh na ceantair Ghaeltachta i ndáil le roinnt ábhar, agus tá an riachtanas práinneach a theastaíonn chun tacaíocht bhreise a chur ar fáil do na pobail seo le feiceáil go soiléir síos tríd an tuarascáil seo. Go ríthábhachtach, léiríonn na torthaí freisin go dtacódh an pobal níos leithne le go leor de na bearta féideartha seo.

Tríd is tríd, léiríonn an tuarascáil seo an gá atá le gníomhú maidir le go leor gnéithe a bhaineann le pobal na Gaeilge. Agus go ríthábhachtach, tugann sé le fios go han-soiléir go mbeadh tacaíocht agus spreagadh ar fáil go forleathan ar son na gníomhaíochta seo.

Noda a úsáidtear sa cháipéis seo:

AB:	Lucht ard bhainistíochta agus meán bhainistíochta, riaracháin agus proifisiúnta
C1:	Lucht maoirseachta, cléireacha, bainistíochta sóisearaí, agus proifisiúnta
C2:	Lucht saothair oilte
DE:	Lucht saothair breacoilte agus neamhoilte, dífhostaithe, agus fostaíocht den ghrád is ísle

1. Executive Summary

This research was undertaken between February and September 2017, with the aim of gaining an understanding of public opinions towards the Irish language and some of the topical issues facing it. The following are the some of the main areas examined in this work:

- Tourism and the Irish Language
- Irish Language and Media
- Irish Language Campaigning
- The Gaeltacht as a resource for learners
- Non-educational avenues to promote Irish
- Confidence and ability in the Irish language

The study combined both a quantitative and qualitative approach. On the quantitative end, a survey was conducted of over 2,000 people north and south. Having analysed these results, focus groups were convened to discuss some of the findings in more detail, in order to present a more contextualised picture. The participants were drawn up to include relevant interest groups, as well as groups which were representative of wider society, and not necessarily with connections to the language.

The findings show that the public is, in general, positive towards the language. According to the evidence, public support for Irish, and measures related to it, exists much deeper than just the Irish language community alone.

This positivity often translates into direct backing for measures that would develop the language and support the community, and appears to exist across the different genders and age groups. The study shows that there exists a widespread belief that the Irish language has an important role to play in developing tourism here, and that such a role would also have a positive impact on the language itself. Irish language media is seen as crucial to the community, and to the future of the language. While it presents opportunities, there is a belief that it requires more support in order to properly realise those opportunities. The Gaeltacht areas were discussed in relation to a number of topics, and the pressing need for greater support for these communities is evident throughout this report. Crucially, the results also show that the wider public would back many of these potential measures.

Overall, this report demonstrates the need for action on many aspects facing the Irish language community. And crucially, it gives a strong indication that this action could receive wide support and encouragement.

Abbreviations used in this document:

AB:	Senior and middle management, administration and professional
C1:	Supervisory, clerical, junior management and professional
C2:	Skilled labour
DE:	Semi-skilled and unskilled, unemployed and lowest grade employment

1.1. Príomhthorthaí ó Shuirbhé Kantar Millward Brown 2017

#	Ráiteas	Theas nó Thuaidh	Aontaíonn	Ní aontaíonn	Níl a fhios / Gan freagra
1.	Is acmhainn ar léith í an Ghaeilge ar féidir léi cur go dearfach le forbairt turasóireachta an oileáin seo.	Theas	61%	15%	25%
		Thuaidh	52%	21%	28%
2.	Is acmhainn fíorthabhachtach í an Ghaeltacht do dhaoine atá ag foghlaim na Gaeilge	Theas	78%	4%	18%
		Thuaidh	57%	16%	27%
3.	Tá suim phearsanta agam freastal ar imeacht Gaeilge, seachas rang Gaeilge nó ciorcal comhrá, i mo cheantar féin.	Theas	39%	39%	22%
		Thuaidh	24%	56%	19%
4.	Ba chóir tacaíocht airgeadais a chur ar fáil dóibh siúd ar suim leo freastal ar chúrsa sa Ghaeltacht ar mhaithe le Gaeilge a fhoghlaim, agus nach mbeadh ábalta freastal air murach sin.	Theas	73%	17%	10%
		Thuaidh	47%	26%	26%
5.	Bheadh suim agam a bheith páirteach i bhfeachtas leis an Ghaeilge a chur chun cinn	Theas	37%	39%	24%
		Thuaidh	14%	67%	19%
6.	Tá mé muiníneach gur féidir liom an Ghaeilge a thuigbheáil.	Theas	40%	43%	17%
		Thuaidh	11%	78%	12%
7.	Tá mé muiníneach gur féidir liom an Ghaeilge a labhairt	Theas	31%	52%	17%
		Thuaidh	7%	83%	10%
8.	Go ginearálta déantar léiriú diúltach ar an Ghaeilge sna meáin	Theas	36%	31%	32%
		Thuaidh	32%	29%	39%
9.	Ba chóir d'aon aire sinsearach le freagracht i leith na Gaeilge agus gnóthaí Gaeltachta a bheith líofa sa Ghaeilge	Theas	81%	5%	14%
10.	Ba cheart stáisiún raidió Gaeilge dírithe ar dhaoine óga agus ar fáil ar FM a mhaoiniú ón táille ceadóinise reatha	Theas	60%	12%	28%
11.	Ba chóir go mbeadh an ceart ann an Ghaeilge a úsáid sna cúirteanna	Thuaidh	37%	33%	30%
12.	Ba chóir go mbeadh teangacha san áireamh sna croiábhair ag leibhéal TGMO, agus mar thoradh air sin dhéanfadh achán dalta staidéar ar theanga amháin seachas Béarla ag leibhéal TGMO	Thuaidh	66%	16%	18%

1.1. Main Results from 2017 Kantar Millward Brown Survey

#	Statement	North or South	Agree	Disagree	Don't know / No Answer
1.	Irish is a unique resource that can have a positive impact on the development of tourism on this island.	South	61%	15%	25%
		North	52%	21%	28%
2.	The Gaeltacht is a resource of great importance for people who are learning the Irish Language.	South	78%	4%	18%
		North	57%	16%	27%
3.	I am personally interested in attending Irish events in my own area, outside of an Irish class or an Irish conversation circle.	South	39%	39%	22%
		North	24%	56%	19%
4.	Financial Support should be provided to those who want to attend a course in the Gaeltacht in order to learn Irish, and who otherwise wouldn't be able to afford to attend.	South	73%	17%	10%
		North	47%	26%	26%
5.	I would be interested in taking part in campaigns to promote the Irish language.	South	37%	39%	24%
		North	14%	67%	19%
6.	I am confident in my ability to understand Irish.	South	40%	43%	17%
		North	11%	78%	12%
7.	I am confident in my ability to speak Irish.	South	31%	52%	17%
		North	7%	83%	10%
8.	The Irish Language is generally shown in a negative light in the media.	South	36%	31%	32%
		North	32%	29%	39%
9.	Any senior Minister appointed with responsibility for the Irish Language & Gaeltacht Affairs should be fluent in Irish.	South	81%	5%	14%
10.	An Irish language Radio station aimed at young people, available on FM throughout the country, should be funded from the current TV licence.	South	60%	12%	28%
11.	A person should have the right to use Irish in the courts.	North	37%	33%	30%
12.	Languages should be included as core subjects for GCSEs, and as a result every secondary level student would study a language other than English at GCSE level.	North	66%	16%	18%

2. Réamhrá

Seo an tríú bliain anois den tsraith taighde *Céard É an Scéal*, taighde atá dírithe ar thuiscintí níos fearr a fháil ar dhearcadh agus ar thuairimí phobal na hÉireann i leith saincheisteanna éagsúla a bhaineann leis an Ghaeilge. Bhunaigh Conradh na Gaeilge é seo i 2015, agus táthar ag tabhairt faoi ar mhaithe le:

- i. Aitheantas agus aird a tharraingt ar mhianta agus ar aidhmeanna phobal labhartha na Gaeilge, laistigh agus lasmuigh den Gaeltacht.
- ii. Tuairimí an phobail i gcoitinne ar roinnt saincheisteanna a bhaineann leis an Ghaeilge a mheas.
- iii. A fháil amach cad iad na príomhchonstaicí, mar a shamhlaítear iad do phobal labhartha na Gaeilge, i gcoinne fhás na teanga.
- iv. Úsáid a bhaint as an fhaisnéis a bailíodh chun cabhrú le heagraíochtaí, pobail agus gníomhaithe Gaeilge ina gcuid oibre reatha agus sa todhchaí.

Gach bliain tá an taighde dírithe ar roinnt téamaí, ar cinneadh orthu i gcomhairle le grúpaí eile Gaeilge. Maidir leis na téamaí roghnaithe a chinneadh, bíonn baint ag ábhair chomhaimseartha, feachtais sa todhchaí agus a bheith ag iarraidh tógáil ar thaighde roimhe seo leis. I measc théamaí na bliana seo tá:

- Turasóireacht agus an Ghaeilge
- An Ghaeilge agus na Meáin
- An Gaeltacht mar acmhainn d'fhoghlaimoirí
- Bealaí neamhoideachais leis an Ghaeilge a chur chun cinn
- Feachtais Ghaeilge

Rinneadh an taighde ina dhá chuid. Sa chéad chuid iarradh ar na comhlachtaí vótaíochta Kantar agus Millward-Brown suirbhé a dhéanamh ar 2,000 duine, ó thuaidh agus ó dheas, chun tuairimí a mheas ar na téamaí thuas. Cuireadh sraith d'fhócasghrúpaí le chéile ansin chun tacú leis an obair chainníochtúil seo, agus beartaíodh é chun eolas níos doimhne a bhaint amach agus a chur i gcomhthéacs.

Tá na torthaí agus an anailís san obair seo beartaithe mar uirlis chun cuidiú le stocaireacht agus feachtas éifeachtach a dhéanamh ar an Ghaeilge. Is féidir leis cuidiú le gníomhaithe agus grúpaí pobail a threorú ar an talamh, chomh maith leis an fhianaise agus na staitisticí is gá a sholáthar d'eagraíochtaí a dhéanann achainí a chur faoi bhráid comhlachtaí poiblí agus príobháideacha.

2. Introduction

Aimed at gaining a deeper understanding of the attitudes and opinions of the Irish public towards various Irish language issues, the *Céard É an Scéal* research series is now in its third year. First established by Conradh na Gaeilge in 2015, it is undertaken in order to:

- i. Recognise and highlight the wishes and aspirations of the Irish speaking community, both inside and outside the Gaeltacht.
- ii. Take stock of the opinions currently held by the general public on a number of Irish language related issues.
- iii. Ascertain what the Irish speaking community see as the main hindrances to the growth of the language.
- iv. Use the information gathered to better equip Irish language organisations, communities and activists, in their current and future work..

Each year the research is directed towards a number of themes, decided upon in consultation with other Irish language groups. Contemporary matters, future campaigns and wanting to build on previous research all have a role in determining the chosen themes. This year's themes include:

- Tourism and the Irish Language
- Irish Language and the Media
- The Gaeltacht as a resource for learners
- Non-educational avenues for promoting Irish
- Irish language campaigning

The research was undertaken in two parts. The first part elicited the polling companies Kantar and Millward-Brown to conduct a survey of 2,000 people, north and south, to gauge opinions on the themes above. This quantitative work was then backed up by a series of focus groups intended to extract a deeper and more contextualised knowledge

The findings and analysis in this work are intended as a tool to help lobby and campaign effectively on the Irish language. It can help guide activists and community groups on the ground, as well as provide the necessary evidence and statistics to organisations petitioning public and private bodies.

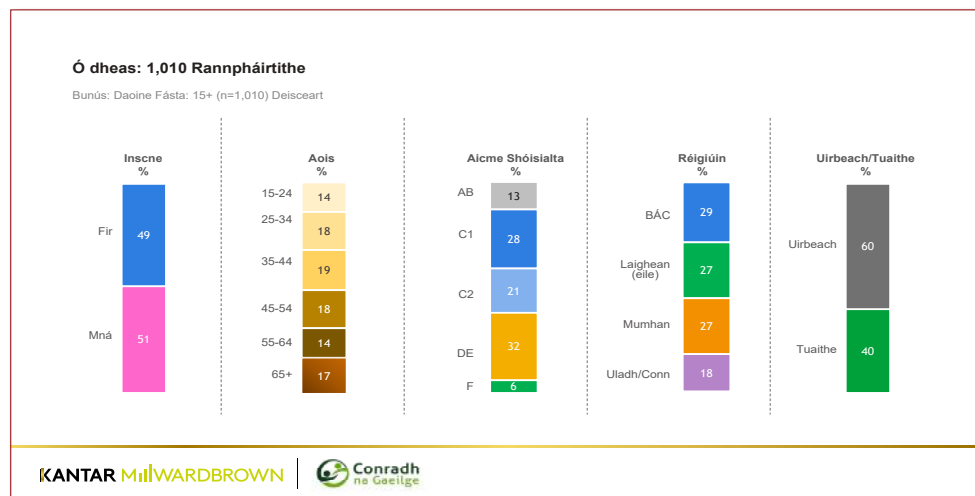
3. Modh Oibre

Ós rud é go mbaianeann an taighde seo go mór le smaointe, mothúcháin agus tuairimí daoine, agus déanann sé iarracht iad sin a mheas ag leibhéal sochaí, tá cur chuige cainníochtúil agus cáilíochtúil ann.

SUIRBHÉ

Ar an taobh cainníochtúil, rinneadh Millward Brown a choimisiúnú chun tabhairt faoi phobalbhreith de níos mó ná 2,000 duine, ó thuaidh (os cionn aois 16) agus ó dheas (os cionn aois 15) aron. Aontaíodh ceisteanna an tsuirbhé i gcomhairle le heagraíochtaí eile teanga agus le Millward Brown, agus áiríodh taighde a rinneadh roimhe seo, chomh maith le roinnt saincheisteanna reatha a bhaineann leis an teanga. Maidir leis na ceisteanna féin, bhí dhá chineál ceiste ann. Sa chéad chineál ceiste cuireadh ráiteas faoi bhráid na bhfreagróirí agus bhí orthu comhaontú nó easaontú a léiriú ar leibhéal éagsúla (nó a léiriú nach raibh siad cinnte). Sa dara cineál ceiste moladh freagraí éagsúla, óna bhféadfadh freagróirí a oiread is ba mhian leo a roghnú (nó gan ceann ar bith a roghnú). Chuir Millward Brown na torthaí faoi bhráid Chonradh na Gaeilge ansin chun anailís a dhéanamh orthu. Taispeántar miondealú ar dhéimeagrafaic freagróirí sa dá léaráid seo a leanas.

Figiúr 1: Briseadh síos ar na daoine a cuireadh faoi agallamh ó dheas:



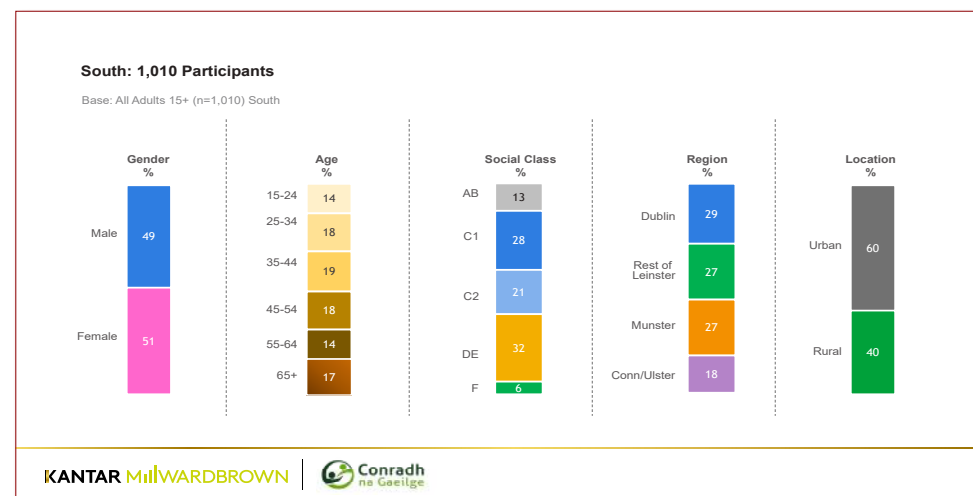
3. Methodology

Since this research deals largely with people’s thoughts, feelings and opinions, and attempts to gauge these at a societal level, it contains both a quantitative and qualitative approach.

SURVEY

On the quantitative side, Millward Brown were commissioned to conduct a representative poll of over 2,000 people, both North (age 16+) and South (age 15+). The survey questions were agreed upon in consultation with other language organisations and with Millward Brown, and took in to consideration previous research, as well as some immediate issues facing the language. The questions took one of two forms. The first form presented respondents with a statement to which they had to express agreement or disagreement of varying levels (or that they were unsure). The second form was a question with various suggested answers, from which respondents could pick as many as they liked (or none at all). Millward Brown then presented the results to Conradh na Gaeilge for analysis. A breakdown of the respondent demographics is shown in the following two Figures.

Figure 1: Breakdown of the people interviewed in the south:



Figióir 2: Briseadh síos ar na daoine a cuireadh faoi agallamh ó thuaidh:

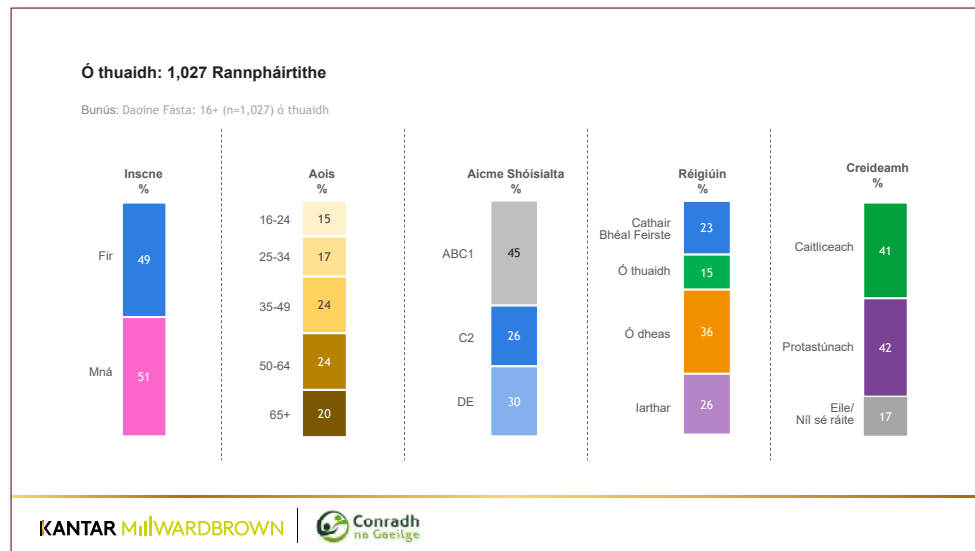
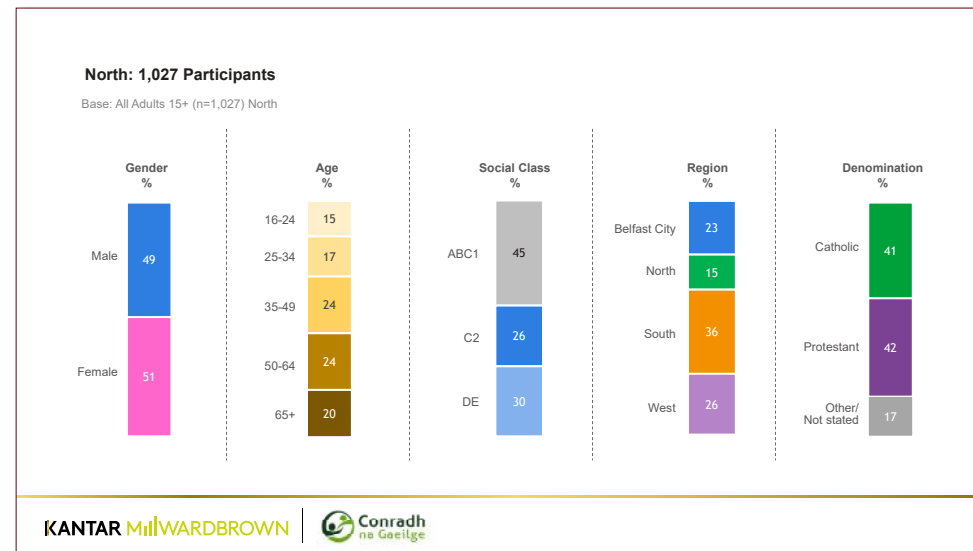


Figure 2: Breakdown of the people interviewed in the north:



FÓCASGHRÚPAÍ

Tá léargas an-suimiúil agus an-úsáideach le fáil i dtorthaí an tsuirbhé ann féin, agus ba lú anailís a bhí ag teastáil ó chuid de na torthaí ná mar a bhí ó chuid eile. Mar shampla, an freagra ar Cheist 9 (“Ba chóir go mbeadh aon aire sinsearach a bhfuil freagracht na Gaeilge agus freagracht Ghnóthaí Gaeltachta air/uirthi líofa i nGaeilge”), agus d’fhéadfadh sé go mbeadh 81% ag aontú leis sin, agus is simplí sin a thuiscint ná an freagra measctha a thugtar ar Cheist 5 (“Bheadh suim agam a bheith páirteach i bhfeachtas leis an Ghaeilge a chur chun cinn”). Dá bhrí sin, éilíonn téamaí áirithe imscrúdú níos doimhne ná na huimhreacha luachmhara atá ag éirí as an tsuirbhé.

D’fhonn an tuiscint níos cuimsithí seo a bhaint amach rinneadh roinnt fócasghrúpaí a thionól, agus gach ceann acu ag tógáil ar cheann amháin nó ar dhá cheann de na téamaí a tháinig chun cinn ó cheisteanna agus torthaí an tsuirbhé. Rinneadh gach iarracht a bheith ionadaíoch don spriocghrúpa faoi leith agus na grúpaí seo á gcur le chéile, (i dtéarmaí aoise, inscne, cúlra, srl.), agus bhí líon na rannpháirtithe i ngach grúpa idir 6-10. Roghnaíodh roinnt grúpaí mar gheall ar shaincheisteanna agus taithí shaothraithe, agus roghnaíodh daoine eile mar shampla randamach den tsochaí níos leithne. Ba iad na grúpaí a tionóladh:

- Foghlaimeoirí fásta ón taobh ó thuaidh agus ón taobh ó dheas
- Míic léinn meánscoile ó thuaidh
- Míic léinn Ollscoile ó thuaidh agus ó dheas
- Daoine fásta ó Ghaeltacht Chonamara
- Grúpa ionadaíoch daoine fásta atá ina gcónaí sa deisceart
- Grúpa ionadaíoch daoine fásta atá ina gcónaí sa tuaisceart

FOCUS GROUPS

The survey results provide for fascinating and useful reading on their own, and some results required less analysis than others. For example, the response to Question 9 (“Any senior minister with responsibility for the Irish Language & Gaeltacht Affairs should be fluent in Irish”), with 81% agreeing, is possibly more straightforward than the mixed response given to Question 5 (“I would be interested in taking part in campaigns to promote the Irish language”). Therefore, certain themes required a deeper investigation beyond the valuable numbers gleaned from the survey.

In order to gain this more comprehensive understanding a number of focus groups were convened, with each one building on one or two of the themes emerging from the survey questions and results. Every attempt was made to be representative of the particular target audience while convening these groups, (in terms of age, gender, background, etc.), and the number of participants in each group ranged from 6-10. Some groups were chosen due specialised knowledge and experience, while others were chosen as a random sample of wider society. The groups convened were:

- Adult learners from both the north and the south
- Secondary school students from the north
- University students from both the north and the south
- Adults from the Conamara Gaeltacht
- Representative group of adults living in the south
- Representative group of adults living in the north

4. Turasóireacht agus an Ghaeilge

Le blianta beaga anuas, tá na rialtais ó thuaidh agus ó dheas tar éis tosaíocht a thabhairt don turasóireacht, agus tá borradh suntasach faoi eanáil na turasóireachta ó thuaidh agus ó dheas le linn na tréimhse seo. Is cuid lárnach d'obair Chonradh na Gaeilge í feasacht a ardú maidir leis an sochar a bhaineann leis an Ghaeilge do shochaí na hÉireann. Gné amháin de seo is ea buntáistí eacnamaíocha na teanga a chur chun cinn, saincheist a bhí mar chuid de *Céard É an Scéal* i 2015 nuair a fuarthas amach an méid seo a leanas:

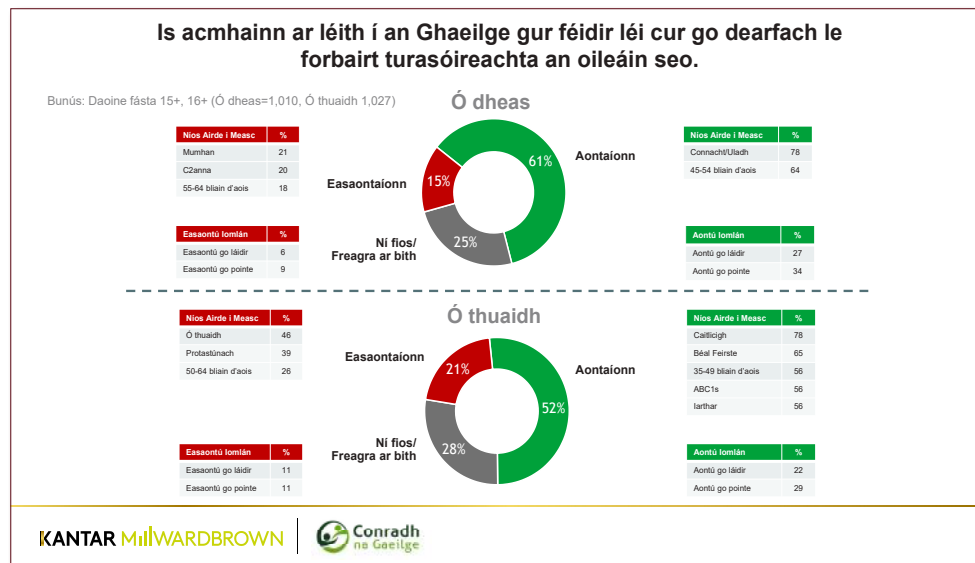
*"Aontaíonn 53% de phobal an deiscirt agus 46% de phobal an tuaiscirt gur féidir leis an Ghaeilge cur go dearfach le forbairt eacnamaíoch an oileáin."*¹

Ós rud é go bhfuil an taighde tar éis a léiriú ar bhonn seasta go bhfuil spéis i dteanga agus in oidhreacht na Breataine Bige² ag cuairteoirí thar lear chun na Breataine Bige, tá sé soiléir go bhfuil an-tábhacht ag baint le níos mó a fhoghlaim faoin ról tairbheach a bhaineann leis an Ghaeilge maidir le cur chun cinn na turasóireachta, ar an oileán seo.

(A) Torthaí an tSuirbhé

Arna mheabhrú seo, cuireadh ceisteanna maidir le ról uathúil a bheith ag an Ghaeilge i bhforbairt na turasóireachta ar an oileán.

Figiúr 3: An n-aontaíonn tú gur acmhainn ar léith í an Ghaeilge gur féidir léi cur go dearfach le forbairt turasóireachta an oileáin seo?



4. Tourism and the Irish Language

In recent years, promoting tourism has been a priority for the governments north and south, and both tourism sectors have experienced significant growth over this period. A central component of Conradh na Gaeilge's work involves raising awareness of the benefits of the Irish language to Irish society. One aspect of this is promoting the economic benefits of the language, an issue that formed part of *Céard É an Scéal* in 2015 when it was discovered that:

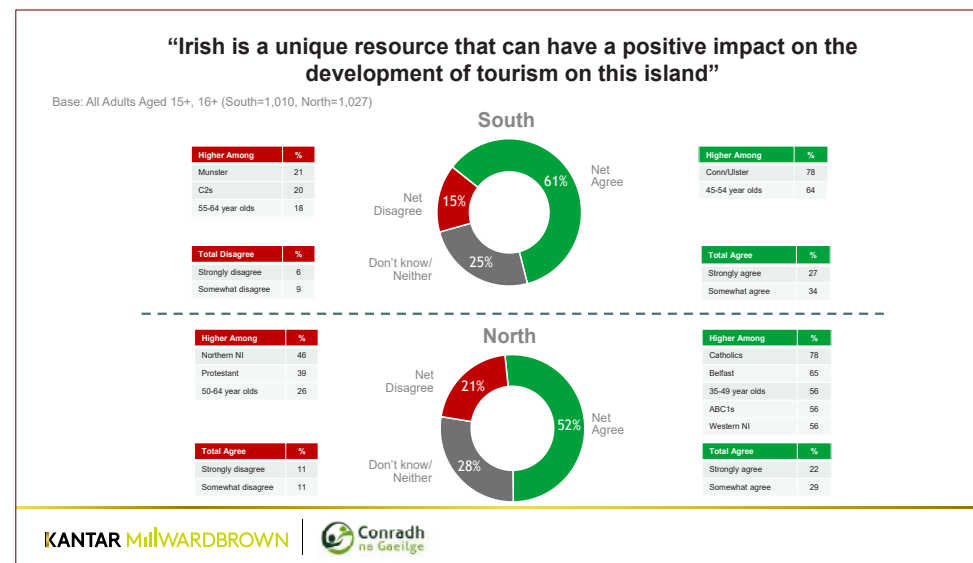
*"53% of people in the south and 46% of people in the north agree that the Irish language can positively contribute to the economic development of the island."*¹

Given that research has consistently shown that overseas visitors to Wales are interested in the Welsh language and heritage², learning more about the beneficial role the Irish language can play in promoting tourism on this island is clearly important.

(A) Survey Results:

With this in mind, questions were asked about whether Irish has a unique role to play in the development of tourism on the island.

Figiúr 3: Do you agree that Irish is a unique resource that can have a positive impact on the development of tourism on this island?



1. 2015, 'Céard É an Scéal? Tuairimí an Phobail i leith na Gaeilge', Conradh na Gaeilge, lth. 3

2. Morgan, N. J. & Pritchard, A. 2008, 'Promoting Niche Tourism Destination Brands', Journal of Promotion Management

1. 2015, 'Céard É an Scéal? Tuairimí an Phobail i leith na Gaeilge', Conradh na Gaeilge, Pg. 3

2. Morgan, N. J. & Pritchard, A. 2008, 'Promoting Niche Tourism Destination Brands', Journal of Promotion Management

Mar atá le feiceáil, admhaíonn tromlach suntasach na ndaoine ó dheas, agus tromlach measartha na ndaoine ó thuaidh, gur féidir leis an Ghaeilge tionchar dearfach a imirt ar son na turasóireachta ar an oileán. Tá sé seo tábhachtach mar go léiríonn sé gur dócha go dtabharfaí *tacaíocht phoiblí fhorleathan* do bhearta a ndearnadh machnamh orthu sa dá dhlíne chun turasóireacht teanga a fhorbairt.

(B) Torthaí agus Moltaí an Fhócasghrúpa

Phléigh roinnt fócasghrúpaí an turasóireacht agus an Ghaeilge. Cuireadh ceisteanna ar fhoghlaimoirí fásta, ar dhaoine fásta as Conamara, chomh maith le grúpaí ionadaíocha ó thuaidh agus ó dheas, maidir lena gcuid tuairimí ar an chaidreamh idir an teanga agus an turasóireacht. I measc na ngnéithe go léir a cíoradh sna seisiúin seo, cuireadh ceist ar fhoghlaimoirí faoi cén bhaint, má bhí aon bhaint ann, a bhí ag turasóireachta na Gaeilge maidir leo féin a spreagadh leis an Ghaeilge a fhoghlaim; cuireadh ceist ar an ghrúpa i gConamara faoin tionchar a bhí ag an turasóireacht ar a bpobal agus faoi ról na teanga sa turasóireacht sin; agus bhí ceisteanna níos leithne den chuid is mó faoi chaibidil ag na grúpaí ionadaíocha.

Tuairimí dearfacha

den chuid is mó a léiríodh sna grúpaí éagsúla seo, agus formhór na ndaoine ar aon intinn go bhfuil ról tairbheach ag an Ghaeilge maidir le turasóireacht a fhorbairt ar an oileán. Ba mhínic gur eascair sé seo ón dearcadh go bhfuil an teanga ar shócmhainní cultúrtha uathúla an oileáin. Bhí na grúpaí ag teacht leis na torthaí cainníochtúla thuas, den chuid is mó. Mar sin féin, ardaíodh ceisteanna agus moltaí comhchoiteanna ar fiú imscrúdú níos mionsonraithe a dhéanamh orthu.

Deiseanna

Ar an chéad dul síos, ba théama mór é gur acmhainn agus deis iontach atá sa Ghaeilge ó thaobh fhorbairt na turasóireachta ar an oileán, agus tháinig an téama sin chun tosaigh arís agus arís eile. Is cosúil gur measadh seo bunaithe ar thaithí phearsanta. Dúirt rannpháirtithe i ngrúpaí difriúla go mbíonn spéis acu féin go minic i saintréithe cultúrtha agus oidhreacht na n-áiteanna a mbíonn siad féin ag tabhairt cuairte orthu agus iad ar laethanta saoire, agus go luíonn sé le ciall go mbeadh an spéis chéanna ag turasóirí eachtrannacha agus iad in Éirinn. Nuair a rinneadh plé níos mine air seo, aontaíodh, beagnach d'aon ghuth, gurb í an Ghaeilge ceann de na buntáistí cultúrtha uathúla atá ar fáil in Éirinn. Maidir leis an deis a sholáthraíonn an Ghaeilge, tógadh roinnt saincheisteanna eile mar seo a leanas:

- Chonacthas go raibh níos mó spéise ag turasóirí ó Mheiriceá Thuaidh thar aon áit eile, i gcultúr, i stair agus in oidhreacht na hÉireann, agus luadh go minic go bhféadfadh cur chun cinn na teanga a bheith ina chuid lárnach den bholscaireacht atá ar siúl cheana féin sa chuid sin den domhan.
- Nach bhfuil na deiseanna atá ar fáil teoranta don turasóireacht eachtrach, ach go mbaineann siad le turasóireacht intíre chomh maith. D'áitigh roinnt daoine go bhfuil na deiseanna sin níos infheidhme fós i margadh baile, ná in aon mhargadh eile.

An Ghaeltacht agus Turasóireacht Intíre

I roinnt grúpaí difriúla breathnaíodh sa phlé ar thurasóireacht intíre, agus ról na Gaeltachta ina leith seo. Arís, bhí comhaontú coiteann ann go bhfuil an Ghaeilge tábhachtach don mhargadh baile, agus ansin, go raibh ról uathúil ag an Ghaeltacht sa mhéid seo. Seo a leanas na príomhphointí coitianta a rinneadh:

As can be seen, a sizeable majority in the south, and a respectable majority in the north, acknowledge that the Irish language can be a positive contributor towards tourism on the island. This is important in that it shows that thought-through measures adopted in either jurisdiction to develop language tourism would likely receive *widespread public support*.

(B) Focus Group Results and Recommendations:

A number of focus groups discussed tourism and the Irish language. Adult learners, adults from Conamara, as well the representative groups in the north and the south, were all asked their opinions on the relationship between the language and tourism. Among the many aspects teased out over these sessions, learners were asked what, if any, role existing Irish language tourism had played in encouraging them to take up learning the language; the group in Conamara were asked about how tourism affected their community and the role of the language in that tourism; while the representative groups dealt mostly with broader questions.

The opinions across these various groups were mostly positive, with a majority of voices agreeing that the Irish language has a beneficial role to play in developing tourism on the island. This often stemmed from a view that the language is one of the unique cultural assets of the island. The groups largely echoed the quantitative findings above. However, there were both common questions raised and suggestions raised that are worth examining in greater detail.

Opportunities

Firstly, a major recurring theme was that, in terms of developing tourism on the island, the Irish language presents a great resource and opportunity. This belief seemed to be based on personal experience. Participants in different groups said that when on holiday they themselves are often interested in the cultural and heritage dimensions of the places they are visiting, and that it stands to reason tourists to Ireland from abroad would have similar interests. When probed further on this, it was agreed, virtually across the board, that the Irish language was one of the unique cultural assets available to Ireland. In terms of it presenting an opportunity some other issues raised were:

- Tourists from North America were seen to have an even greater interest than most in the culture, history and heritage of Ireland, and it was mentioned on numerous occasions that promoting the language could become a core part of promotion already ongoing in that part of the world.
- That the opportunities presented were not limited to foreign tourism, but applied to domestic tourism as well. Some people argued that those opportunities were even more applicable to a domestic market, than any other.

The Gaeltacht and Domestic Tourism

In a number of different groups the discussion looked at domestic tourism, and the role of the Gaeltacht in this. Again there was a general agreement that Irish was important for the domestic market, and then, that the Gaeltacht had a unique role to play in this. The main common points made:

- That the Gaeltacht areas are tourist destinations already. One of the reasons for this is the language. When this was discussed further, a circular relationship between the language, tourism, and the Gaeltacht was perceived, wherein the Gaeltacht benefit economically from language tourism, and in turn the language

- Go bhfuil na ceantair Ghaeltachta ina gceann scríbe turasóireachta mar atá. Ceann de na cúiseanna leis seo is ea an teanga. Nuair a rinneadh tuilleadh mionphlé air seo, braitheadh caidreamh ciorclach idir an teanga, an turasóireacht agus an Ghaeltacht, agus an Ghaeltacht ag baint leasa ar bhonn eacnamaíoch as turasóireacht teanga, agus dá réir sin go raibh an teanga ag baint tairbhe as mar gheall ar bhreis spéise agus eolais de thairbhe na turasóireachta sin.
- Go dtugann go leor leanaí agus daoine óga ar fud an oileáin cuairt ar an Ghaeltacht le haghaidh cúrsaí samhraidh, agus go bhforbraíonn sé seo naisc leis na ceantair seo a mhaireann i bhfad níos faide go minic ná an turas sin amháin.
- Cosúil go leor leis na torthaí in *Céard É an Scéal?* sa bhliain 2015 breathnaíodh ar an Ghaeltacht mar shócmhainn uathúil, sócmhainn ba chóir a chosaint agus a chur chun cinn.

Moltaí Praicticiúla

Cé go raibh comhaontú foriomlán maidir le cuid mhór de na pointí thuasluaite i ngach grúpa, ba lú comhaontú a d'éirigh as nuair a bhain sé le moltaí praicticiúla chun an gaol idir an turasóireacht agus an teanga a mhéadú. Mar sin féin, ba iad na príomhthéamaí a ardaíodh:

- Go ndéanfadh na rialtais níos mó, sa bhaile agus lasmuigh den oileán, leis an Ghaeilge a chur chun cinn mar chúis le cuairt a thabhairt. Moladh go bhféadfaí feachtais fógraíochta a chur san áireamh anseo, go háirithe ar líne, chomh maith le breis fócais ar oidhreacht theanga an oileáin.
- Mhóthaigh go leor daoine nach raibh siad cinnte faoi in cinn scríbe turasóireachta ina gceantar, más ann dá leithéid, a raibh gné teanga ag baint leo. As seo, bhíothas den tuairim gur cheart níos mó a dhéanamh chun fógraíocht níos fearr a dhéanamh ar acmhainní áitiúla.
- Ba thuairim chomhchoiteann i measc gach grúpa é gur gné thábhachtach d'aon turasóireacht teanga na hionaid Ghaeilge. Mhóthaigh go leor de na foghlaimeoirí, chomh maith leo siúd ó na grúpaí ionadaíochta, go raibh na hionaid teanga atá ann cheana féin ina n-acmhainní an-tarraingteach. Nuair a rinneadh tuilleadh plé air seo, tháinig sé chun solais gur creideadh go coitianta go bhfuil dhá ghné faoi leith ag baint leis na hionaid Ghaeilge; go ndéanann siad an teanga a chur chun cinn sa phobal, agus go bhfuil siad mar ionad lárnach do thurasóirí a thagann ar cuairt.
- Ba cheart go mbeadh comharthaíocht, go háirithe ar láithreáin agus réimsí stairiúla agus cultúrtha, i nGaeilge freisin. Ba é an chúis a tugadh leis seo gur gné uathúil í an teanga agus go gcuideodh sí le gné uathúil chultúrtha na hÉireann a chur chun cinn. Tugadh faoi deara freisin go bhféadfadh sé seo spéis a mhéadú sa teanga féin.

Bí ar d'airdeall

Cé go raibh formhór an phlé seo dearfach maidir leis an chaidreamh idir an teanga agus an turasóireacht, bhí roinnt pointí rabhaidh a tháinig aníos arís is arís eile:

- Maidir leis na ceantair Ghaeltachta, tháinig sé chun solais ó roinnt grúpaí agus go háirithe ó thionól Chonamara, gur chóir cúram a ghlacadh maidir le turasóireacht a chur chun cinn i gceantair Ghaeltachta. Ba chóir go mbeadh meas ar an cheantar áitiúil, ar an phobal áitiúil agus ar thraidisiúin na háite a bheith mar dhlúthchuid d'aon bheart nó pholasaithe cur chun cinn.
- Ó thuaidh, tháinig sé chun solais ón ghrúpa ionadaíoch gur cheart go mbeadh aon bheart cur chun cinn tuisceanach agus eolach ar chúlraí cultúrtha, go háirithe iad siúd a bhaineann le comharthaíocht.

- benefits because of increased interest and knowledge as a result of that tourism.
- That many, many children and young people from all over the island visit the Gaeltacht for summer courses, and that this develops links with these areas that often last beyond the one trip.
- Much like the findings in *Céard É an Scéal?* in 2015, the Gaeltacht was viewed as a unique asset, one that should be protected and promoted.

Practical Suggestions

While there was an overall agreement on much of above points in all groups, less agreement materialised when it came to practical suggestions for increasing the relationship between tourism and the language. However, the main themes raised were:

- More should be done by governments, both domestically and outside the island, to promote the Irish language as a reason to visit. It was suggested that this could include advertising campaigns, especially online, as well as an increased focus on the linguistic heritage of the island.
- Many people felt unsure as to what, if any, tourist destinations with a language dimension existed in their own area. From this a conclusion was often drawn that more should be done to better advertise local resources.
- A common point across all groups was that Irish language centres were a significant aspect of any language tourism. Many of the learners, as well as those from the representative groups, felt that the existing language centres were a great attraction. When discussed further, a belief in the potential for a dual role played by Irish language centres came across; these centres could both promote the language in the community, but also act as a hub for visiting tourists.
- That signage, especially of historical and cultural sites and areas, should also be in Irish. The reasoning here was that the language is a unique aspect and would help promote that Ireland's unique cultural dimension. It was also noted that this could also increase interest in the language itself.

Note of Caution

While the majority of these discussions were positive about the relationship between the language and tourism, there were some recurring cautionary notes:

- In regard to the Gaeltacht areas, it emerged from a number of groups but especially from the Conamara meeting, that care should be taken with respect to promoting tourism in Gaeltacht areas. That respect for the local area, people and traditions should form part of any promotional drive or policies.
- In the north it came across from the representative group that promotional drives, especially those around signage, should be sensitive to, and aware of, cultural backgrounds.

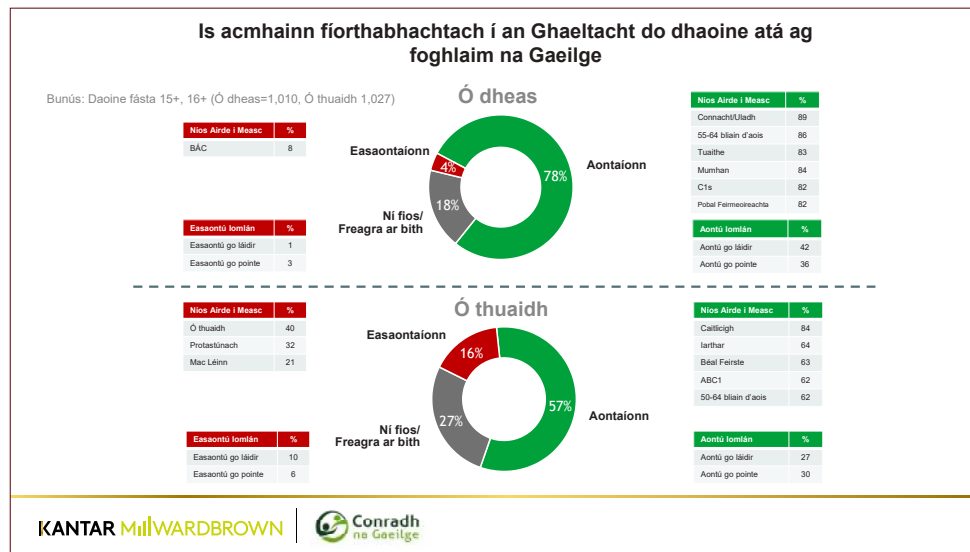
5. An Ghaeltacht mar acmhainn d'fhoghlaim

Roinne seo sa tionscnamh taighde *Céard É an Scéal?* féachadh ar cheisteanna éagsúla a bhaineann le pobail Ghaeltachta, ag scrúdú ceisteanna maidir le hinfhaighteacht seirbhíse i nGaeilge agus maidir leis an chumas eacnamaíoch a bhaineann leis. Is dual do gach tuarascáil a bhaineann le *Céard É an Scéal?* ceisteanna a bheith ann a bhaineann leis an Ghaeltacht mar gurb í an Ghaeilge teanga an phobail sna ceantair seo. Mar sin féin, mar gheall ar an bhaol atá ann faoi láthair i bpobail Ghaeltachta³, agus an Ghaeilge ag maireachtáil iontu mar phríomhtheanga na bpobal sin, tá an tábhacht a bhaineann le bheith ag féachaint ar cheisteanna a bhaineann leis an Ghaeltacht níos tábhachtaí fós. Agus é seo á chur san áireamh, sa chuid seo féachtar ar an chaidreamh idir na ceantair Ghaeltachta agus foghlaim na Gaeilge.

(A) Torthaí an tSuirbhé:

Cuireadh dhá cheist a bhaineann leis an ábhar seo. Cuireadh an chéad cheann chun teacht ar thuiscint maidir leis an mhéid a cheap an pobal faoi ról na Ghaeltachta d'fhoghlaim na Gaeilge. Taispeánann na torthaí seo go bhfuil an mhórchuid shuntasach ar aon intinn go bhfuil an Ghaeltacht tábhachtach d'fhoghlaim na Gaeilge.

Figiúr 4: An n-aontaíonn tú gur acmhainn fíorthábhachtach í an Ghaeltacht do dhaoine atá ag foghlaim na Gaeilge?



Cuireadh an dara ceist chun an leibhéal tacaíocht phoiblí a mheas atá ar son tacaíocht airgeadais a sholáthar do dhaoine a bhíonn ag iarraidh Gaeilge a fhoghlaim sa Ghaeltacht. Socraíodh ar an cheist seo i gcomhar le Gael Linn, a chuidigh le fócasghrúpaí na bhfoghlaimoirí fásta a eagrú chomh maith.

3. Ó Giollaáin, C. & Charlton, M., 2015, 'Nuashonrú ar an Staidéar Cuimsitheach Teangeolaíoch ar Úsáid na Gaeilge sa Ghaeltacht: 2006-2011', Údarás na Gaeltachta

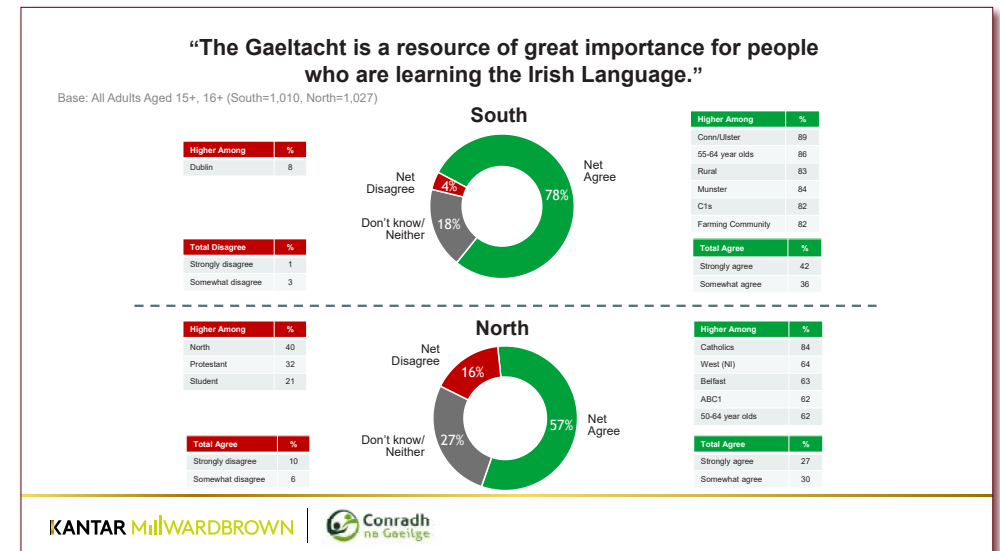
5. The Gaeltacht as a resource for learners

Previous *Céard É an Scéal?* research has looked at various questions related to Gaeltacht communities, examining issues around service availability in Irish and economic potential. That the questions relating to the Gaeltacht form part of every *Céard É an Scéal?* report is natural given that Irish is the language of the community in these areas. However, given the current danger facing Gaeltacht communities³, and Irish surviving as the main language in those communities, the need to look at issues relating to the Gaeltacht is doubly important. With this in mind, this section looks at the relationship between the Gaeltacht areas and learners of the language.

(A) Survey Results:

Two questions relating to this topic were asked. The first was to get an appreciation of what the public thought about the role of the Gaeltacht for learners. These results show significant majorities agreeing that the Gaeltacht is important for learners of Irish.

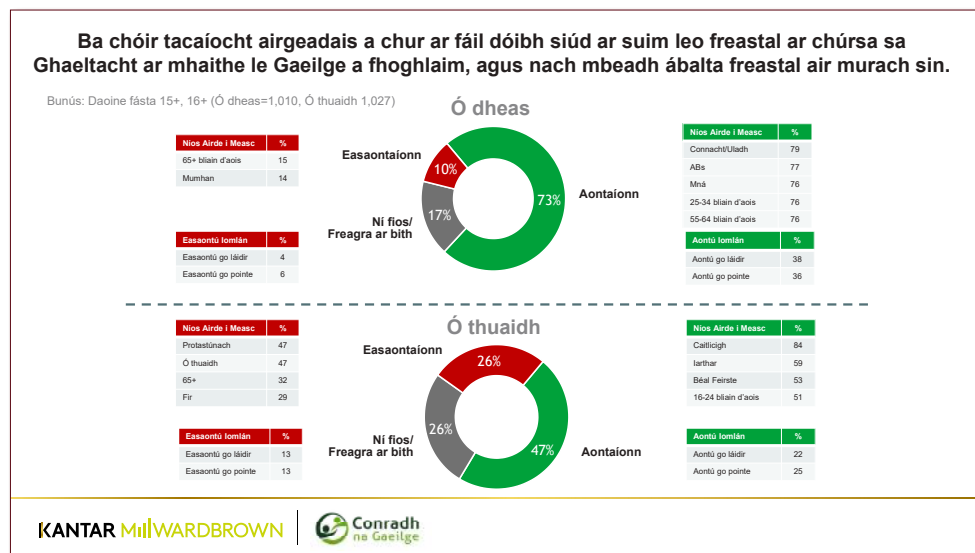
Figure 4: Do you agree that the Gaeltacht is a resource of great importance for people who are learning the Irish Language?



The second question asked wanted to gauge the level of public support for financial support being provided to people who wished to learn Irish in the Gaeltacht. This question was decided upon in conjunction with Gael Linn, who also helped organise the focus groups with adult learners.

3. Ó Giollaáin, C. & Charlton, M., 2015, 'Nuashonrú ar an Staidéar Cuimsitheach Teangeolaíoch ar Úsáid na Gaeilge sa Ghaeltacht: 2006-2011', Údarás na Gaeltachta

Figure 4: An n-aontaíonn tú gur chóir tacaíocht airgeadais a chur ar fáil dóibh siúd ar suim leo freastal ar chúrsa sa Ghaeltacht ar mhaithe le Gaeilge a fhoghlaim, agus nach mbeadh ábalta freastal air murach sin?



Aontaíonn tromlach mór sa deisceart leis an ghá atá le tacaíocht airgeadais dóibh siúd nach mbeadh in ann freastal gan í. Cé nach raibh tromlach foriomlán ann i gcomhaontú sa tuaisceart, tá tacaíocht shuntasach fós ann do bheart den sórt sin. Arís, léiríonn an dá shraith figiúirí go bhfuil an-mheas ar an Ghaeltacht mar fhoinsé foghlama, agus gur beag dream a chuirfeadh in éadan polasaithe agus cleachtas ag tabhairt aitheantais dó sin.

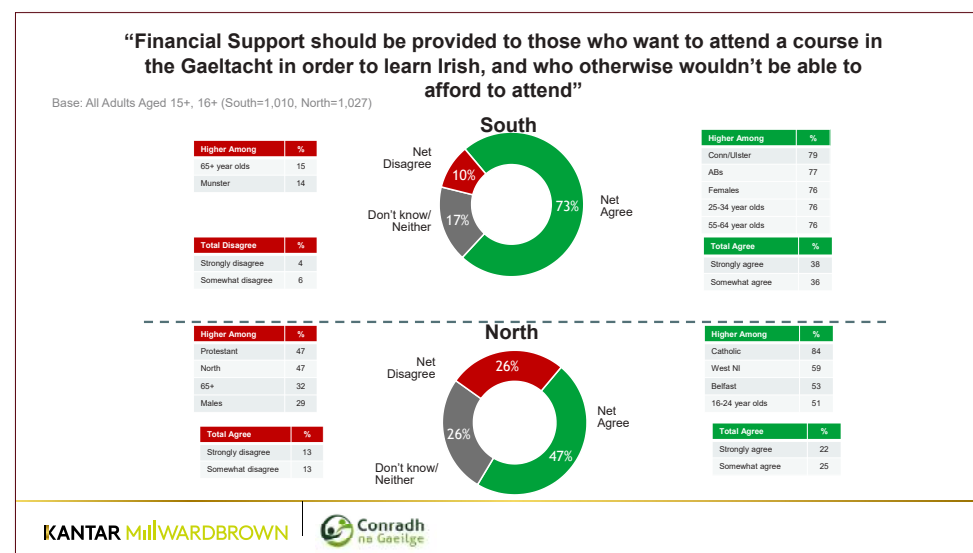
(B) Torthaí agus Moltaí an Fhócasghrúpa

Mar a tharla, phléigh na grúpaí go léir na saincheistean seo, cé gur chaith roinnt acu i bhfad níos mó ama ag díriú orthu ná a chéile. Ba é an téama coiteann amháin a bhí le sonrú lena linn seo ar fad ná taithí dhíreach daoine, go leor acu a chaith tréimhse ag foghlaim na Gaeilge sa Ghaeltacht, nó ar a laghad, a raibh daoine muinteartha leo a rinne amhlaidh. Téama eile a bhí comhroinnte i measc na seisiún ná an chreidiúint nach bhféadfaí caighdeán na teanga atá le fáil i gceantair Ghaeltachta a fháil in áit ar bith eile, agus go raibh sé seo rithabhachtach d'fhoghlaimoirí. Bhí cúpla rud eile ag teacht chun tosaigh ar fiú iniúchadh níos mine a dhéanamh orthu.

Foghlaimoirí agus an Ghaeltacht

- Aithníodh go forleathan nach bhfuil a shárú le fáil ó thaobh chaighdeán agus shaibhreas na Gaeilge i gceantair Ghaeltachta in aon áit eile. D'aontaigh grúpaí na bhfoghlaimoirí, na daltaí meánscoile, agus beagnach gach grúpa go raibh an t-am a chaitear sa Ghaeltacht thar a bheith luachmhar d'fhoghlaimoirí ar gach leibhéal. Bhí comhaontú ann gurb í an oidhreacht a bhaineann leis an teanga an príomhábhar spéise a bhaineann le foghlaim na Gaeilge, agus gurb í an Ghaeltacht an áit is fearr le teacht ar an oidhreacht teanga seo.

Figure 4: Do you agree that financial support should be provided to those who want to attend a course in the Gaeltacht in order to learn Irish, and who otherwise wouldn't be able to attend?



A very large majority in the south agree with the need for financial support for those who wouldn't be able to attend otherwise. While there was no overall majority in agreement in the north, there is still significant support for such a measure. Again, both sets of figures show that the Gaeltacht is valued as a source of learning, and that policies and practices recognising this would meet with little public opposition.

(B) Focus Group Results and Recommendations

As it happened, all the groups discussed these issues, although some spent considerably more time and focus on it than others. One common theme that ran throughout were people's direct experiences, with many having spent time learning Irish in the Gaeltacht, or at the very least, had people close to them who had done so. Another theme shared across sessions was a belief that the quality of the language found in Gaeltacht areas could not be found anywhere else, and that this was of great importance for learners. There were a few prominent recurring aspects that are worth examining more closely.

Learners and the Gaeltacht

- There was an acknowledgement across the board that the standard and richness of language in Gaeltacht areas was unmatched anywhere else. The learner groups, the secondary school students, and virtually all groups agreed that time spent in the Gaeltacht was extremely valuable to learners of all levels. There was also agreement that one of the main attractions to learning Irish is the heritage associated with the language, and the Gaeltacht was seen by participants as the best source for accessing this linguistic heritage.

- Téama a tháinig chun cinn ó fhoghlaimoirí de gach aois ná go raibh an Ghaeltacht thar a bheith tábhachtach dóibh féin mar eispéireas teanga “taobh amuigh den seomra ranga”. Bhí dhá phríomhghné ag baint leis seo. An chéad cheann, an ghné shóisialta; gur thug sé deis do dháltaí an Ghaeilge a fhoghlaim i dtimpeallacht shóisialta thaitneamhach agus go raibh sé seo ríthábhachtach chun leas níos bunúsaí a fhorbairt sa teanga. Chuir na rannpháirtithe meánscoile béim air seo go háirithe, ag labhairt faoin méid spraoi a bhí acu ag freastal ar chúrsaí. Ar an dara dul síos, tuigeadh dóibh agus iad tumtha sa teanga an lá ar fad le linn na ngníomhaíochtaí éagsúla laethúla gur chuir sé seo feabhas an-mhór ar luas agus leibhéal a gcuid foghlama.

Tacaíocht Airgeadais

- Tháinig ceisteanna aníos in níos mó ná grúpa amháin faoin chostas a bhaineann le bheith ag freastal ar chúrsa sa Ghaeltacht. Ar an iomlán, bhí comhaontú ann go bhféadfadh freastal ar chúrsaí a bheith costasach, go háirithe do theaghlaigh a bhfuil níos mó ná páiste amháin acu.
- Leanadh den díospóireacht maidir le cé acu an raibh údar maith leis an chostas, agus mórchuid na ndaoine den tuairim go raibh, agus gach rud a bhí i gceist le cúrsa, bíodh is gur chuir mionlach béim mhór ar an chostas a bhain leis. Mar sin féin, ba chosúil go raibh an luach a bhain le bheith ag foghlaim sa Ghaeltacht níos tábhachtaí ná an imní i leith an chostais, ós rud é go raibh comhaontú ann go mbeadh tacaíocht airgeadais ann dóibh siúd nach mbeadh in ann freastal orthu gan í.
- Aontaíodh go coitianta gur meicníocht mhaith a bhí sa mheicníocht reatha – scéimeanna sparánachtaí – chun tacaíocht airgeadais a sholáthar ach nach raibh go leor de na scéimeanna sin ar fáil.
- Mhol idir rannpháirtithe ón tuaisceart agus ón deisceart araon go mbeadh fáil chinnte ar scoláireachtaí ag daoine a mbeadh tacaíocht airgeadais de dhíth orthu le freastal ar chúrsa, agus go gcuirfeadh an rialtas an maoiniú cuí ar fáil chun na críche sin.
- Mórchúis a bhain le bheith ar son tacaíocht airgeadais ná gur chuir na rannpháirtithe luach an-mhór ar an am a chaith siad féin ag foghlaim sa Ghaeltacht. Creideadh gur mór an t-ábhar díomá a bheadh ann gan an deis a bheith ag daoine dul ann mar nach raibh siad in acmhainn freastal orthu..
- Chuir cuid de na rannpháirtithe béim ar an fhírce gur chóir an tacaíocht airgeadais a bheith ar fáil chun freastal ar chúrsaí, agus chuige sin amháin, seachas le bheith ag dul ar thurais “fóillíochta” sa Ghaeltacht.

Sochair don Gheilleagar Áitiúil

- Bhí pointe ann a luadh arís agus arís eile i roinnt grúpaí maidir le daoine a bheith ag freastal ar chúrsaí sa Ghaeltacht agus an sochar tábhachtach eacnamaíoch a bhain leis sin don gheilleagar áitiúil. Chomh maith leis sin, luadh cé chomh tábhachtach is atá an fhoinse ioncain seo do phobail Ghaeltachta.
- Chuir roinnt freagróirí in iúl go bhféadfaí an tacaíocht airgeadais a mheas mar infheistíocht, idir na daoine a bhí ag freastal ar an chúrsa, agus chomh maith leis sin an ceantar áirithe Gaeltachta ina raibh an cúrsa ar siúl.

- A theme that emerged from learners of all ages was that the Gaeltacht proved to be extremely important for them in experiencing the language “outside of the classroom”. This had two main dynamics. The first was the social aspect; allowing students to learn in an enjoyable, social environment proved crucial in developing a more fundamental interest in the language. The secondary school participants emphasised this especially, speaking about how much enjoyment they had attending courses. Secondly, being immersed in the language throughout all of their daily activity was felt to improve the pace and level of learning immeasurably.

Financial Support

- Questions arose in more than one group about the cost of attending a course in the Gaeltacht. Overall, there was agreement that attending courses could be expensive, especially for families with more than one child.
- Debate ensued about whether the cost was justified, with a majority sharing an opinion that it was, given all that a course involved, while a minority placed great emphasis on the expense. However, the value of learning in the Gaeltacht seemed to outweigh worries around the justification for expense, since there was overall agreement that financial support should be provided for those who otherwise wouldn't be able to attend.
- A major reason for the backing for financial support was that participants placed great value on time spent learning in the Gaeltacht. There was a belief that it would be a great shame if people missed out because of an inability to pay.
- There was general agreement that while the current mechanism – bursary schemes – for providing financial support was a good one, the availability of those schemes was inadequate.
- A suggestion that was common both from northern and southern participants was for guaranteed access to scholarships for people who needed financial assistance to attend a course, and the government investment necessary to fund this.
- Some participants stressed that financial support should only be available for attending courses, as opposed to “leisure” trips to the Gaeltacht.

Benefits to Local Economy

- A point repeated in a number of groups was that people attending courses in the Gaeltacht is of important economic benefit to the local economy. Also noted was how crucial this particular source of income is to Gaeltacht communities.
- Some respondents put forward that the financial support could be viewed as an investment in both the people attending the course, as well as in the particular Gaeltacht area in which the course would be taking place.

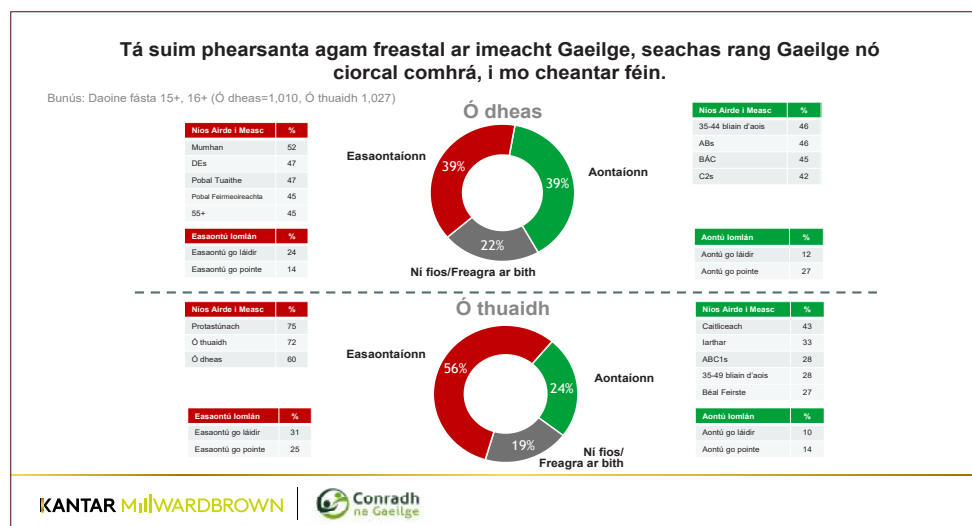
6. Bealaí neamhoideachais leis an Ghaeilge a chur chun cinn

(A) Torthaí an tSuirbhé:

Breathnaíodh ar thuairimí maidir le bealaí neamhoideachais leis an teanga a bhliaiseadh agus a chur chun cinn. Is cuid lárnach é seo de chlár oibre a lán grúpaí agus eagraíochtaí, lena n-áirítear Conradh na Gaeilge. Táthar ag súil go mbeidh na torthaí anseo úsáideach do na grúpaí agus do na heagraíochtaí céanna.

Sa chéad cheist rinneadh iarracht a dhéanamh amach cá mhéad duine a raibh spéis acu plé a bheith acu le himeachtaí Gaeilge nár bhain le rang nó le ciorcal comhrá.

Figiúr 6: An bhfuil suim phearsanta agat freastal ar imeacht Gaeilge, seachas rang Gaeilge nó ciorcal comhrá, i do cheantar féin?



Tá ábhar misnigh sna torthaí seo. I gcás an deiscirt léiríonn siad go bhfuil níos mó ná **duine as tríúr** a mbeadh spéis acu ann. Tá na torthaí níos suntasaí arís ó thuaidh: tá 24% i bhfad níos airde ná líon na ndaoine a bhfuil eolas acu ar an teanga, rud a léiríonn go meallann an teanga réimse níos leithne ná iad siúd a bhfuil nasc acu léi cheana féin.

Chomh maith leis sin, cuireadh an dara ceist maidir le freastal ar imeachtaí den sórt sin le bliain anuas. Cuireadh an dara ceist seo, chomh maith leis an cheann roimhe sin, i gcomhar le Oireachtas na Gaeilge.

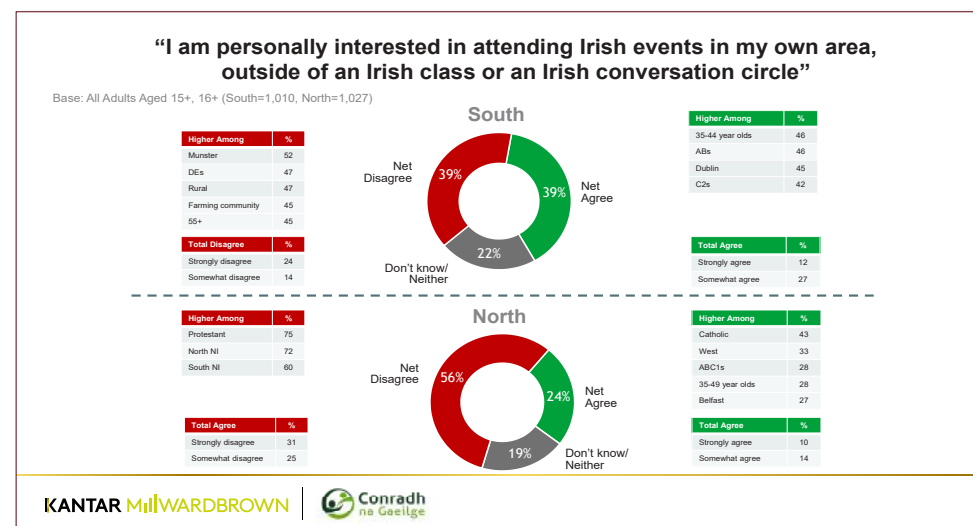
6. Non-educational ways to promote Irish

(A) Survey Results:

Opinions around non-educational ways to explore and promote the language were also looked into. This is a central part to the work programmes of many groups and organisations, including Conradh na Gaeilge. It is hoped that the results here will be of some use to those same groups and organisations.

The first question looked to see how many people were interested in engaging with Irish language events which didn't fall into the category of a class or conversation circle.

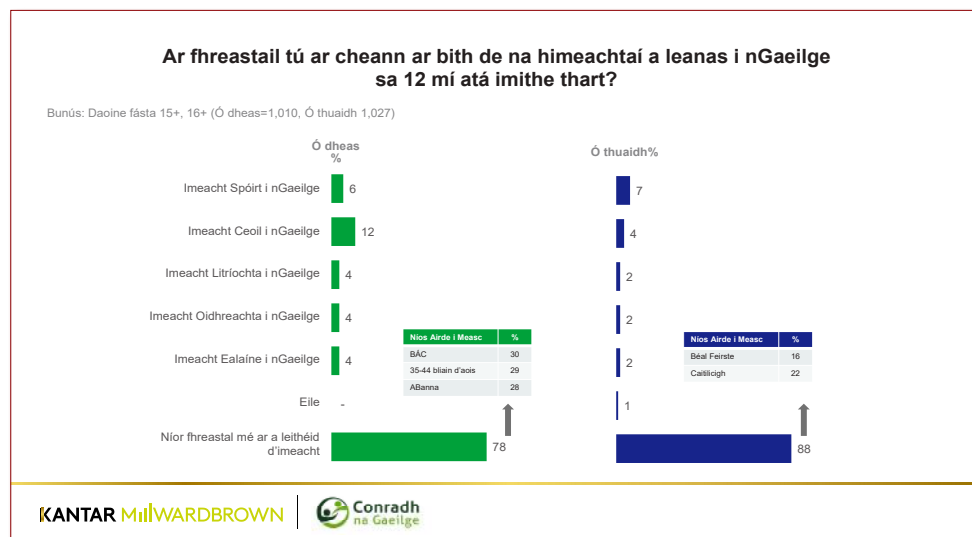
Figure 6: Are you personally interested in attending Irish events in your own area, outside of an Irish class or an Irish conversation circle?



These results are encouraging. In the case of the south they show that over **one in three people** would be interested. In the north, the results are even more impressive: 24% is much larger than the number of people with knowledge of the language, displaying that the language appeals to a layer wider than those who have already come in contact with it.

In addition to this, a second question was asked about attendance of such events in the past year. This second question, as well as the previous one, was asked in conjunction with Oireachtas na Gaeilge.

Figióir 7: Ar fhreastal tú ar cheann ar bith de na himeachtaí seo a leanas, i nGaeilge, sa 12 mí atá imithe thart?

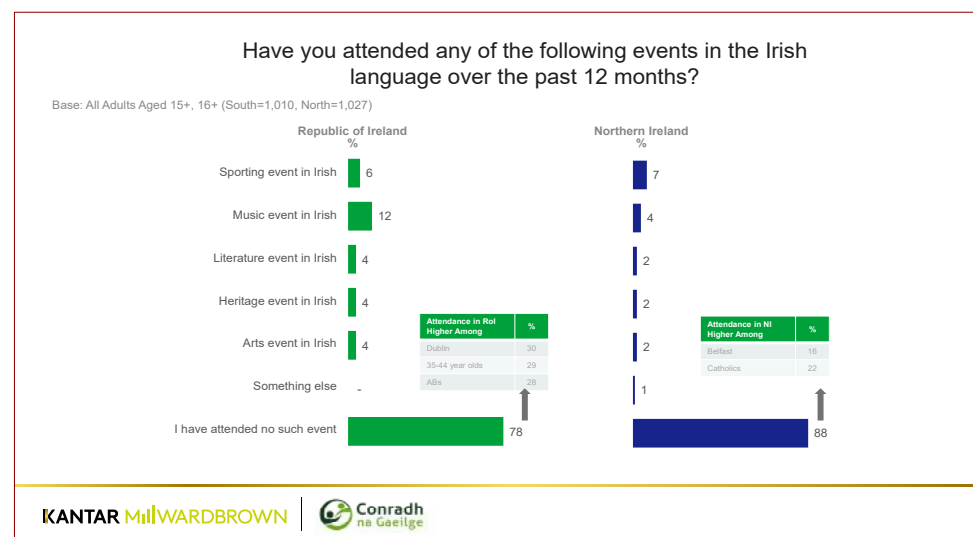


Idir dhearfach agus dhiúltach atá na torthaí seo. Maidir le torthaí dearfacha, de réir na bhfigiúirí, d'fhreastail thart ar dhuine as gach cúigear sa deisceart ar imeachtaí neamhoideachais agus duine as gach ochtar a rinne amhlaidh ó thuaidh. Is fiú a threisiú arís nach bhfuil imeachtaí oideachais, atá ar na príomhbhealaí a ndéantar teagmháil leis an teanga faoi láthair, i gceist sna figiúirí seo. Léiríonn siad freisin réimse leathan de chineálacha imeachtaí a mbíonn daoine páirteach iontu.

An príomhghné dhiúltach a bhaineann leis na figiúirí seo go bhfuil neamhréir idir an leibhéal suime a léiríodh sna freagraí ar an cheist i bhFigióir 6. Cé go bhfuil míniú na difríochta sin taobh amuigh de scóip na tuairisce seo, ba chóir a shonrú gur gearradh 40% de mhaoiniú na Gaeilge ó bhí 2008 ann, rud a chuireann as go mór don earnáil⁴. Ní raibh deiseanna neamhoideachais chun an Ghaeilge a chur chun cinn ar an chlár do chuid ar bith de na fócasghrúpaí. Mar sin féin, rinne gach aon ghrúpa acu tagairt dá leithéid le linn na seisiún plé. Luadh an infheistíocht straitéiseach níos mó ná uair amháin agus is ar éigean a chuir aon duine ina coinne. Is fiú a lua dá réir gur san áireamh sa phlean 'Infheistíocht sa Ghaeilge agus sa Ghaeltacht ó 2018 ar aghaidh', a bhfuil níos mó ná 80 eagraíocht Ghaeilge agus phobail ag tacú leis, tá maoiniú spriocdhíríte a chuirfeadh tuilleadh deiseanna ar fáil don phobal leis an Ghaeilge a labhairt agus le saol na Gaeilge a bhlaiseadh, go háirithe ag leibhéal an phobail áitiúil. Dhéanfaidh a leithéid de mhaoiniú cuid mhór leis an bhearna a dhruidim idir éileamh agus soláthar i dtaca leis na bealaí neamhoideachais seo chun an Ghaeilge a chur chun cinn de.

4. 2017, 'Infheistíocht sa Ghaeilge agus sa Ghaeltacht ó 2018 ar aghaidh', Conradh na Gaeilge.

Figure 7: Have you attended any of the following events in the Irish language over the past twelve months?



These results contain both positive and negatives. On the positive side, the figures show that roughly one in five people in the south have attended non-educational events, while one in 8 have done similar in the north. It is also worth emphasising again that these figures exclude educational events, currently one of the main ways people interact with the language. They also display a healthy spread in the types of events people are participating in.

The main negative aspect to these numbers is that they appear out of step with the levels of interest shown in the responses to the question in Figure 6. While it is outside the scope of this report to fully explain that disparity, it should be noted that the Irish language has seen around a 40% cut in funding since 2008, placing great strain on the sector⁴. This question of non-educational opportunities to promote Irish was not directly on the agenda for any of the focus groups. However, every one of them touched on this topic in the course of their sessions. Strategic investment was brought up more than once, with little-to-no opposition in each instance. With this in mind, it is worth mentioning that the *Investment in the Irish language and in the Gaeltacht from 2018 onwards* plan, supported by over 80 Irish language organisations and community groups, includes targeted funding to afford further opportunities to the public to speak and experience the language, especially at the local level. This funding would go a long way to bridging the gap between the demand for, and the provision of, these non-educational avenues to promote Irish.

4. 2017, 'Infheistíocht sa Ghaeilge agus sa Ghaeltacht ó 2018 ar aghaidh', Conradh na Gaeilge.

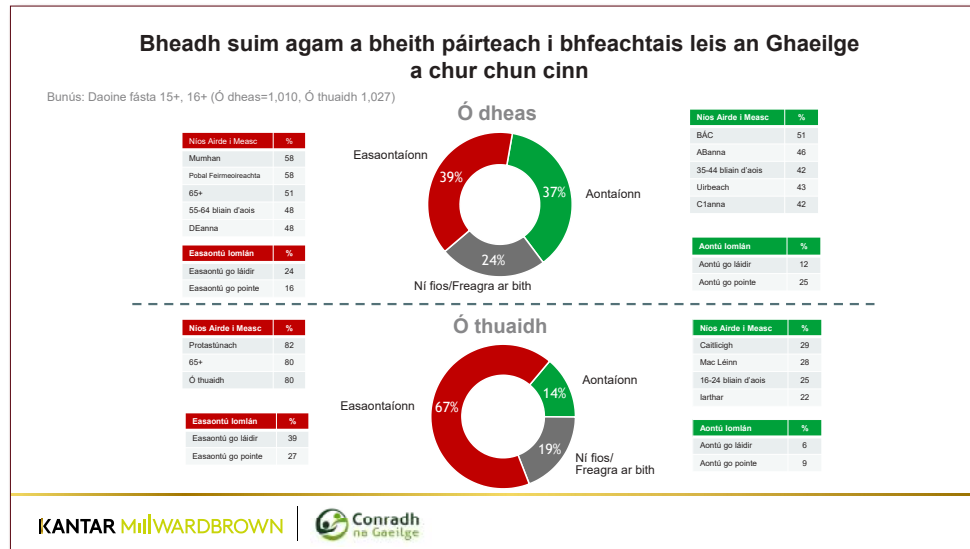
7. Feachtais Ghaeilge

Gné lárnach de chuid obair Chonradh na Gaeilge feachtais ar cheisteanna a bhaineann leis an Ghaeilge agus is amhlaidh atá an scéal ag an iomad eagrais, grúpaí pobail agus gníomhaithe eile. B'úsáideach ag gach grúpa tuilleadh eolais a fháil faoi mhothúcháin daoine faoin fheachtaíocht.

(A) Torthaí an tSuirbhé:

Sa suirbhé, fiafraíodh d'fhreagróirí cad é mar a mhothaigh siad faoina bheith páirteach i bhfeachtais a bhaineann leis an teanga.

Figúir 8: An mbeadh suim agat a bhieth páirteach i bhfeachtais leis an Ghaeilge a chur chun cinn?



Ar an chéad spléachadh, d'fhéadfadh dealramh diúltach a bheith ar na torthaí seo. Is fiú na céatadán thuas a mheas, áfach, i gcomhthéacs líon na gcainteoirí Gaeilge, thuaidh agus theas. Nuair a dhéantar comparáid le sonraí daonáirimh, tá an líon daoine sa dá dháilínse a deir go mbeadh siad toilteanach páirt a ghlacadh i bhfeachtais ag teacht le líon na gcainteoirí Gaeilge sa dá dháilínse^{5&6}. Is mír luachmhar eolais an méid sin féin. Lorgaíodh tuiscint níos doimhne, áfach, sna fócasghrúpaí.

(B) Torthaí agus Moltaí Fócasghrúpaí

Phléigh trí ghrúpa feachtais agus an teanga. Luaigh siad an chiall a bhain siad as an fheachtaíocht agus an stocaireacht, cad é a chuir bac orthu nó a spreag iad le dul i mbun feachtais, agus moltaí praiticiúla ag eascairt as sin.

5. 2015, 'Knowledge and Use of Irish in Northern Ireland', An Roinn Cultúir, Ealaíon agus Fóilíochta
 6. Daonáireamh na hÉireann, 2016

7. Irish Language Campaigning

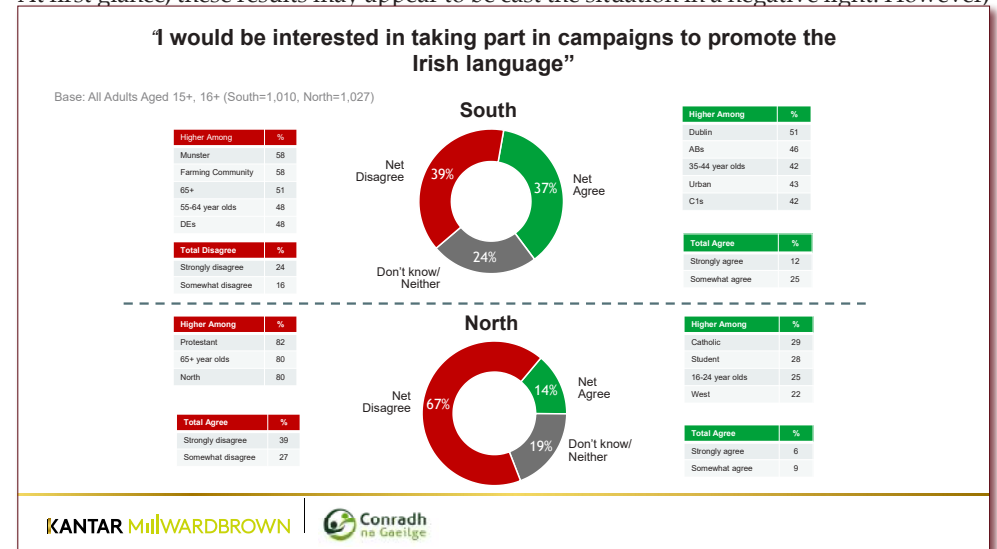
Campaigning on issues relating to the Irish language are a key aspect of Conradh na Gaeilge's work, and the same is true for many other organisations, community groups and activists. Gaining more information about people's feelings towards campaigning would be useful for all these groups.

(A) Survey Results:

In the survey, respondents were asked about their thoughts towards being involved in campaigns on the language.

Figure 8: Would you be interested in taking part in campaigns to promote the Irish language?

At first glance, these results may appear to be cast the situation in a negative light. However,



it is worth considering the percentages above in the context of the number of Irish speakers north and south. When compared to census data, the numbers in each jurisdiction saying that they would be willing to take part in campaigns are consistent with the number of Irish speakers in those jurisdictions^{5&6}. That in itself is a valuable piece of information. However, a more in-depth understanding was sought in the focus groups.

(B) Focus Group Results and Recommendations

Three groups discussed campaigning and the language. They touched upon what they understood campaigning to be, what prevented and encouraged them to campaign, and on practical suggestions stemming from that.

5. 2015, 'Knowledge and Use of Irish in Northern Ireland', Department of Culture, Arts and Leisure
 6. Irish Census, 2016

Cad is Feachtasaíocht ann?

- Ba léir ó na freagairtí go raibh ciall leathan ag rannpháirtithe don fhocal 'feachtasaíocht'. Ag cuid acu, bhain sé le smaointe traidisiúnta faoi agóidí, achainíocha, scríobh litreacha agus mar sin de. Bhí tuiscint i bhfad níos leithne ag daoine eile agus thug siad a lán samplaí de ghníomhaíochtaí feachtais óna bheith gníomhach ar na meáin shóisialta, go taispeántáin ealaíne, go feachtais fógraíochta agus a thuilleadh.
- Ba iad na rannpháirtithe a raibh tuiscint níos leithne acu ar cad is feachtasaíocht ann ar dóichí iad ar suim leo a bheith páirteach i bhfeachtas.

Fáthanna le Bheith Páirteach i bhFeachtas

Tháinig roinnt fáthanna éagsúla chun cinn a d'fhéadfadh daoine a spreagadh le dul i mbun feachtais, le cois go leor fáthanna ar cúis spreagtha iad cheana.

- An teanga a choinneáil beo; freagairt do leithcheal; gné an phobail; grá don teanga; rannpháirtíocht ball teaghlaigh - tagraíodh dóibh uilig mar nithe a spreagfadh daoine le dul i mbun feachtais ar son na teanga.
- Rinne roinnt rannpháirtithe an pointe gur mhian le daoine áirithe dul i mbun feachtais ar chúiseanna dearfacha, le feiceálacht na Gaeilge a chur chun cinn agus a mhéadú, mar shampla, ach gur mhothaigh daoine eile go raibh iallach orthu a dhéanamh as siocair inní a bheith orthu faoina bhfuil i ndán don teanga (bhíothas d'aon tuairim gur gá obair a dhéanamh le todhchaí na teanga a chinntiú).
- Maidir le daoine gan ach ceangal fánach nó gan aon cheangal leis an teanga acu, d'ardaigh rannpháirtithe an cheist cé na fáthanna a d'fhéadfadh a bheith acu le bheith rannpháirteach i bhfeachtas ar son na teanga. I ngrúpaí éagsúla tháinig an dearcadh chun cinn maidir le feachtais a raibh gné náisiúnta ag baint leo, agus go háirithe dóibh siúd a bhfuil dearcadh polaitiúil acu, gur tábhachtach daoine nach labhraíonn Gaeilge a mhealladh agus a chuimsiú. Bhí réimse moltaí ann chuige sin, idir cheangail phearsanta leis an teanga a threisiú agus an gá atá le pobal na Gaeilge a riachtanais agus a éilimh a thabhairt le fios ar bhealach níos muiníní.
- Tarraingíodh aird fosta ar an sult féideartha atá le baint as a bheith páirteach i bhfeachtas, chomh maith le freagrachtaí a bheith ar dhuine i bhfeachtas, mar thosca tábhachtacha le daoine a spreagadh chun a bheith páirteach i bhfeachtais Ghaeilge.

Constaicí ar Rannpháirtíocht

- Constaic mhór a luaigh daoine a bhain le feachtasaíocht an t-am agus an dua a bhíonn de dhíth, go háirithe ag daoine atá ag obair nó a bhfuil cúram teaghlaigh orthu srl. Moladh gníomhaíocht ar na meáin shóisialta mar réiteach amháin air seo agus réiteach eile a bheith eolach ar cé chomh gnóthach atá daoine agus an feachtas a bheith chomh hinrochtana agus is féidir.
- Luadh cúis inní faoin chaidheán Gaeilge a bhíonn de dhíth mar fháth eile ag daoine gan a bheith toilteanach a bheith páirteach i bhfeachtas Gaeilge. Bhí baint idir seo agus an cheist faoi dhaoine nach cainteoirí Gaeilge iad a mhealladh le bheith páirteach i bhfeachtais; dúradh gur tábhachtach fáilte a chur roimh dhaoine de gach leibhéal cumais, le cois feachtais a bheith daonna agus pearsanta.
- I ngrúpa na Gaeltachta, tagraíodh don éadóchas go n-éireodh le feachtas den sórt mar chúis gan a bheith páirteach. Chomh maith leis seo, bhí an dearcadh go raibh gá le dul i ngleic le ceisteanna eile a bhain le sochaí na Gaeltachta le cois ceisteanna teanga chun daoine a mhealladh le bheith páirteach agus le go n-éireodh leo.

What is Campaigning?

- It was clear from responses that 'campaigning' had a wide-ranging meaning for participants. Some associated it with more traditional notions of protests, petitions, letter-writing and so on. Others instead had a much broader understanding, giving many examples campaigning activities that ranged from being active on social media, to art installations, to advertising campaigns, and much more.
- Participants with a broader understanding of what constituted campaigning also were more likely to be interested in getting involved in a campaign.

Reasons to Campaign

A number of different reasons were brought up as potentially encouraging people to campaign, alongside many reasons that had already prompted people to do so.

- Keeping the language alive; responding to discrimination; a community dimension; love for the language; and family member's involvement were all touted as things that could motivate people to campaign for the language.
- Some participants made the point that certain people would want to campaign for positive reasons, in order to promote and increase the visibility of Irish for example, while others would feel compelled to do so because of a worry about the future of the language (general agreement existed that work needed to be done to ensure the future of the language).
- In relation to people with little to no connection to the language, participants also raised the question of what reasons they could potentially have for getting involved in a campaign for the language. In different groups the opinion emerged that for campaigns with national dimensions, and especially for those of a political persuasion, it is important to win over and include non-Irish speakers. Suggestions for achieving that varied from emphasising personal connections to the language, to the need for the Irish language community to assert its needs and demands more confidently.
- Potential enjoyment to be had as part of a campaign, as well as having responsibilities within a campaign, were both highlighted as important factors in encouraging people to join Irish language campaigns.

Blocks to Participating

- One major block people raised in terms of campaigning was the time and effort it required, especially for people who were working, or had families to look after etc. Activity on social media was suggested as one remedy to this, while another was being aware of commitments people might have by attempting to make the campaign as accessible as possible.
- A worry about the necessary standard of Irish was cited as another reason for people being unwilling to get involved in an Irish language campaign. This tied in with the question of how to attract non-Irish speakers to campaigns; being welcoming of all abilities was viewed as important, as well as the need to humanise and personalise campaigns.
- In the Gaeltacht group, pessimism about the chances of success of any such campaign was cited as reason for not getting involved. Alongside this was a belief that language campaigns in the Gaeltacht also needed to address other societal issues in order to attract participation and have a chance at success.

Mar chonclúid, is cothrom a rá gur thug gach grúpa an iomad bealaí féideartha le feachtais éifeachtacha a eagrú agus, san am céanna, díriodh aird ar roinnt nithe a d'fhéadfadh bac a chur ar dhaoine ó bheith iomlán páirteach i bhfeachtais. Cuireadh béim ar an chuimsitheacht agus ar fhoighne i dtaca le cumas teanga de, ar fheasacht ar éilimh eile ama atá ag rannpháirtithe, ar theacht ar shaincheisteanna agus teachtaireachtaí a mbeadh dáimh ag codanna den phobal taobh amuigh de shaol na Gaeilge leo agus ar an ghá leis an teanga a cheangal le ceisteanna eile sa tsochaí.

To conclude, it is fair to say that all groups gave many potential avenues for effective campaigns, while simultaneously highlighting a number of issues that could prevent people from fully engaging in campaigns. Emphasis was placed on inclusivity and patience around language ability, on awareness of participants' commitments, on finding issues and messages that resonated with layers outside the Irish-speaking world, and on the need to connect the language with other societal questions.

8. An Ghaeilge agus na Meáin

Mar a cuireadh in iúl thuas, agus i dtaighde eile, tá rochtain ar mheáin Ghaeilge ríthábhachtach leis an teanga a chothú agus a chosaint. Tá feachtas ar bun san am i láthair a bhfuil de chuspóir aige Raidió Rí-Rá a mhéadú agus a fhorbairt ina thionscadal raidió i bhfad níos leithne. Lena chois sin, aithnítear an ról tábhachtach atá ag na meáin i saol digiteach an lae inniu maidir le dearcadh an phobail agus beartas a mhúnlú. Bhí an dá dhearcadh seo mar dhlúthchuid den chinneadh barúlacha a fhiosrú a bhaineann le stáisiún Ghaeilge do dhaoine óga ar FM, na hardáin meán is fearr le daoine chun teacht ar ábhar i nGaeilge agus mar a léirítear an teanga ar mheáin phríomhshrutha.

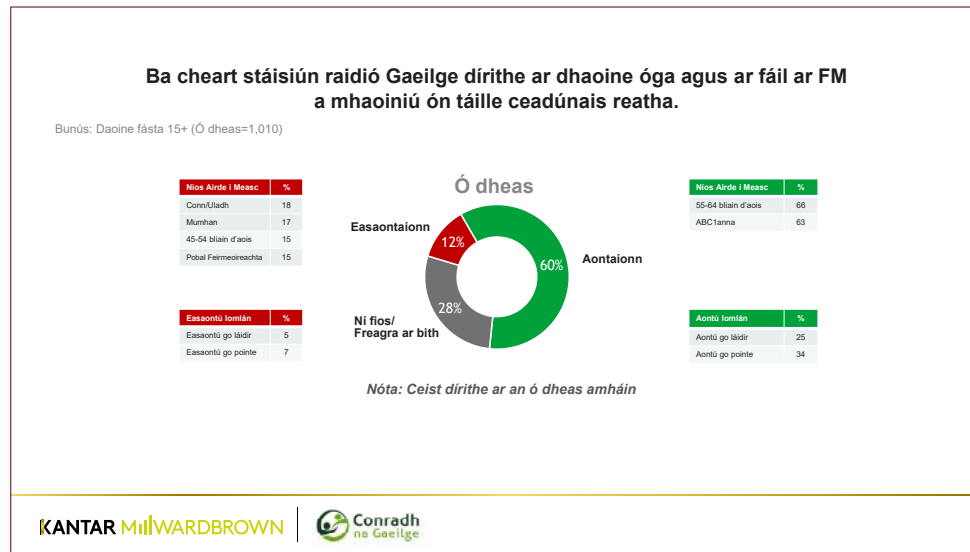
NA MEÁIN GHAELIGE

Sa chéad rannán seo, breathnaítear ar dhearccháil agus barúlacha ar sholáthar reatha meán agus ardán Gaeilge.

(A) Torthaí an tSuirbhé:

Fiafraíodh de dhaoine sa deisceart cén bharúil a bhí acu de bhunú stáisiún raidió nua Gaeilge, dírithe ar dhaoine óga agus ar fáil ar FM ar fud na tíre. Glacadh leis, sa cheist, gur le hairgead a fhaightear tríd an cheadúnas teilifíse a d'íocfaas an stáisiún.

Figúir 9: An n-aontaíonn tú gur chóir stáisiún raidió Gaeilge dírithe ar dhaoine óga agus ar fáil ar FM a mhaoiniú ón táille ceadúnais reatha?



Tá na torthaí an-dearfach i dtéarmaí tacaíocht don tionscadal seo. Tá na leibhéil easaontú iomlán go han-iseal agus aontaíonn an formhór mór; is cosúil go gcuirfeadh an pobal i gcoitinne fáilte roimh a leithéid de thionscadal. Léirítear leis na figiúirí seo gur dóigh le daoine go bhfuil gá leis agus go bhfuil siad i bhfách leis.

8. Irish language and the media

As expressed above, as well as in other research, access to Irish language media is crucial to the nurturing and protection of the language. With the goal of widening that access, a campaign is currently ongoing to expand and develop Raidió Rí-Rá into a much broader radio project. Also, it is acknowledged that in today's digital age the media has an important role in shaping public opinion and policy. Both of these observations fed into the decision to examine opinions surrounding Irish language radio stations for young people on FM, preferred media platforms on which to find content in Irish, and portrayals of the language on mainstream media.

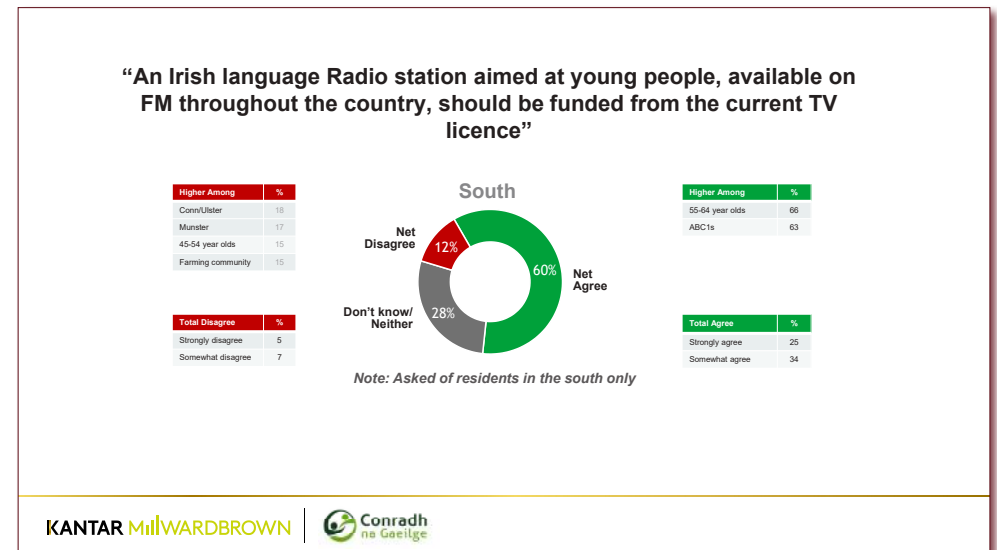
IRISH LANGUAGE MEDIA

This first section looks at attitudes and opinions on the current provision of Irish language media and platforms.

(A) Survey Results:

People in the south were asked their opinion on establishing a new Irish Language radio station, aimed at young people and available on FM throughout the country. The question also assumed that the station would be paid for from the money raised through the TV license.

Figure 8: Do you agree that an Irish language radio station aimed at young people, available on FM throughout the country, should be funded from the current TV licence?



The results are very positive in terms of support for this project. The level of outright disagreement is very low, there is a strong majority in agreement; the general public would seem to welcome funding for such a project. These numbers demonstrate both a need and a will for it.

(B) Torthaí agus Moltaí Fócasghrúpa

Daltaí meánscoile agus foghlaimoirí aosacha na grúpaí a cumhdaíodh sna ceisteanna seo, agus roghnaíodh iad mar gheall ar an taithí dhíreach atá acu ar na ceisteanna seo. Lena chois sin, is iad seo na grúpaí is mó a dtéann na ceisteanna seo i gcion orthu. Ar na téamaí comónta sna míreanna plé seo bhí an dearfach a bhaineann leis an obair reatha Ghaeilge sna meáin, gur mian le daoine níos mó ábhair agus tuairimí éagsúla faoi thábhacht na meán le daoine a spreagadh chun dul i gceann na Gaeilge agus a gcumas a fhorbairt a thuilleadh.

- Bhí rannpháirtithe, ar an mhórchóir, iontach dearfach faoi na hardáin agus ábhair éagsúla meán atá ar fáil i nGaeilge.
- Threisigh na rannpháirtithe is óige an cion cruthaitheach atá ar fáil ar líne mar ábhar a mbaineann siad an-sult as, a chuir lena muinín sa teanga agus a chuir bród orthu gur cuid den phobal teanga iad. Téama a luadh go minic an borradh suimiúil, dar leo, atá sa cheol comhaimseartha i nGaeilge. Nuair a cuireadh ceist orthu faoi stáisiún raidió FM ag craoladh ar fud na tíre agus dírithe ar dhaoine óga, bhí freagairt iontach fabhrach ann. Dearnadh an-soiléir a léiríodh gur mhothaigh siad go raibh na príomhfhoinsí Gaeilge reatha (TG4, RnaG, srl.) go maith ach gur fhreastail siad, den chuid is mó, ar lucht éisteachta aosach. Mothaíodh go gcuirfí fáilte mhór roimh an ghairmiúlacht a bhaineann le stáisiún raidió a bheadh iomlán dírithe ar an aos óg.
- Is mó an claonadh a bhí ag foghlaimoirí aosacha díriú ar an ábhar a bhíonn ar fáil sna meáin Bhéarla (BBC, RTÉ, nuachtáin áirithe srl.) Bhíothas d'aon tuairim ó thuaidh go raibh gá le níos mó ábhair ar an BBC, cé nár aontaíodh faoin chineál ábhair a bheadh i gceist. Rinne na haosaigh athdhearbhú níos mó ná uair amháin ar na buntáistí d'fhoghlaimoirí a bhaineann le Gaeilge a bheith ar an teilifís, ar an raidió srl. Maíodh gur den rithábhacht acmhainní agus ardáin ar líne d'fhoghlaimoirí agus do chur chun cinn ginearálta na teanga. Rinne siad an pointe gur dóigh fhurasta é le daoine a mhealladh chun na teanga ach rinneadh an pointe go mion is go minic nár chóir na meáin thraidisiúnta a fhágáil i leataobh ar mhaithe leis na meáin ar líne agus shóisialta. Bhí na foghlaimoirí aosacha fabhrach go leor faoi stáisiún raidió dírithe ar dhaoine óga, ach i gcomhthéacs níos leithne ná na daltaí meánscoile.
- Bhí comhaontú forleathan sna grúpaí gur cuidiú é feiceálacht na Gaeilge muinín a spreagadh i measc chainteoirí agus fhoghlaimoirí na teanga agus go raibh sé tábhachtach fosta i dtéarmaí an líon daoine a rachadh i mbun na teanga a mhéadú. Mórphointe é seo san argóint go mbeadh níos mó ábhar Gaeilge ar na hardáin Bhéarla.
- Go hachomair, bhí na grúpaí i bhfách go tréan leis na meáin a bheith ar fáil i nGaeilge agus an Ghaeilge a bheith ar fáil sna meáin. Bhíothas i bhfách le stáisiún FM Gaeilge do dhaoine óga agus lena thuilleadh ábhair ar na meáin Bhéarla agus Ghaeilge araon. Nuair a fiafraíodh ar chóir tuilleadh airgid a infheistiú i dtuilleadh ábhair bhíothas d'aon guth, beagnach, gur chóir, ach mionlach an-bheag ag maíomh gurbh fhéarr cur chuige cás ar chás.

Ar deireadh, luaigh na grúpaí ionadaíoch, thuaidh agus theas, na ceisteanna seo ach is mó an ad-hoc a bhain leis. Mar sin féin, tháinig tuairim níos daingne nó dhó aníos. Sa seisiún ó thuaidh, bhí an mothú ginearálta ann go raibh níos mó le déanamh le feachtas agus tuiscint a ardú ar an teanga i ngach cuid den phobal. Mar fhreagra air seo, bhí comhaontú tréan ann gur mhór an cuidiú é feiceálacht agus ábhar sna meáin le go ndéanfaí amhlaidh. Ó dheas, bhí roinnt daoine den tuairim dá mbeadh níos mó ábhair ar fáil ar na hardáin Bhéarla go bhféadfadh sé tuiscint, muinín agus suim níos mó a spreagadh sa teanga i ngach cuid den tochaí ina hiomláine.

(B) Focus Group Results and Recommendations

The secondary school students and the adult learners were the groups that covered these questions, and they were chosen because of their first-hand experience of these issues, as well as being the groups most directly affected. Common themes arising in these discussions were positivity around the existing media work done in Irish, a desire for more content, and a varied belief in the importance of media in inspiring people to take up the language and further develop their ability.

- Participants were in large part very positive about the different media platforms and content available in Irish.
- The younger participants emphasised the creative content available online as being something they really enjoyed, that gave them confidence in the language, and gave them a sense of pride in being a part of the language community. A recurring theme was the interest in what they saw as a surge of contemporary music available in Irish. When asked about an FM radio station countrywide directed at young people, there was a very favourable response. A standout sentiment was that they felt that the current main Irish language media outlets (TG4, RnaG, etc.) while still good, tended to cater to more of an adult audience. There was a sense that the professionalism associated with a fully-fledged radio station directed at young people would be really well received.
- The adult learners tended to focus more on the content available in the English media (BBC, RTE, certain newspapers etc.) There was general agreement from the northerners that more content was required on the BBC, although there was some disagreement on the nature of that content. The adults also reiterated on a number of occasions the benefit to learners of having Irish on TV, Radio etc. Online resources and platforms were held up as being crucial to learners, and for the wider promotion of the language. They argued that it was an easy way to draw people in to the language, but the point was made quite a few times that traditional media shouldn't be sacrificed for the sake of online and social media. The adult learners were also quite favourable towards the idea of a radio station directed at young people, albeit in a broader sense than the secondary school students.
- There was widespread agreement across the groups that visibility of Irish helped inspire a confidence in the language among speakers and learners, and was also important in terms of increasing the number of people taking up the language. This was a prominent point in the argument for having increased Irish content on majority-English platforms.
- In summary, the groups strongly advocated for media in Irish and Irish in the media. There was support for an Irish station on FM for young people, and a desire for more content on both English and Irish media. When probed on whether the increased content justified increased investment, there was almost unanimous agreement that it did, with a very small minority arguing for a case-by-case approach.

Finally, the representative groups north and south touched on these issues in a more ad-hoc manner. However one or two concrete opinions emerged. In the northern session there was a general feeling that more needed to be done in order to raise awareness and understanding of the language across society. In response to this there was a strong agreement that visibility and content in the media could greatly help do just that. In the south, a number of people were of the belief that if more content were to be available on the majority-English platforms that it may inspire a better understanding, confidence and interest in the language across society as a whole.

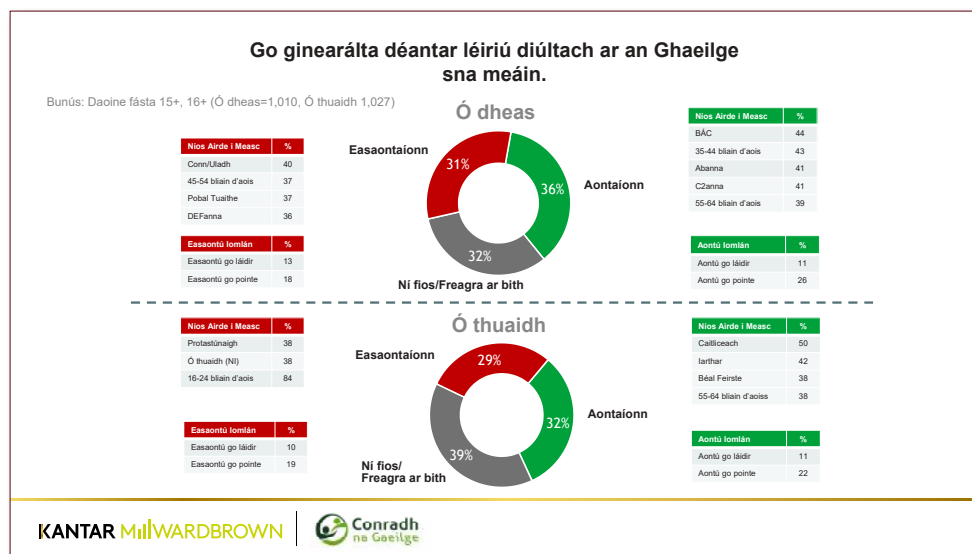
MAR A LÉIRÍTEAR AN TEANGA SNA MEÁIN

Sa dara topaic i rannán na meán, breathnaítear ar an dóigh, dar le daoine, a gcaitear leis an teanga sna meáin phríomhshrutha.

(A) Survey Results:

Cuireadh ceist ar dhaoine, ó thuaidh is ó dheas, an gcaitheann na meáin go cothrom leis an Ghaeilge.

Figure 8: An n-aontaíonn tú go ndéantar léiriú diúltach, go ginearálta, ar an Ghaeilge sna meáin?



Is ábhar spéise é gur mór daoine a chreideann go léirítear an Ghaeilge go diúltach sna meáin ná mar a chreideann go léirítear go dearfach í. Is údar inní é go greideann tuairim ar thrian den daonra ar fud an oileáin go léirítear an Ghaeilge go diúltach san meáin agus ní féidir neamhiontas a dhéanamh de.

(B) Torthaí agus Moltaí na bhFócasghrúpaí:

Chaith na grúpaí ionadaíocha, thuaidh agus theas, go leor ama leis an cheist seo cé nár chaith grúpa Chonamara an méid céanna ama leis. Bhí difear nach beag idir na comhthéacsanna a bhí ag gach grúpa agus, mar sin de, is fiú a gcuid smaointe a leagan amach ar leithligh.

- Deisceart:** Go ginearálta, ní raibh grúpa ionadaíoch an deiscirt ar aon intinn faoin cheist a bhaineann le léiriú diúltach sna meáin mar is léir ó na céatadán 'Aontú'/'Easaontú'/'Níl a fhios agam' sna torthaí suirbhé. Tuairim is trian a bhí i ngach dream. De réir mar a d'fhorbair an plé, ba chosúil go rabhthas ag teacht ar an tuairim gur beag clúdach a fhaigheann an Ghaeilge, dearfach ná diúltach. Iad siúd a shíl gur léiriú diúltach a dhéantar ar an teanga, bhí claonadh acu a rá fosta gur fadhb é seo; gur chóir níos mó clúdaigh a dhéanamh uirthi agus ba chosúil go ndeachaigh an pointe seo i bhfeidhm ar

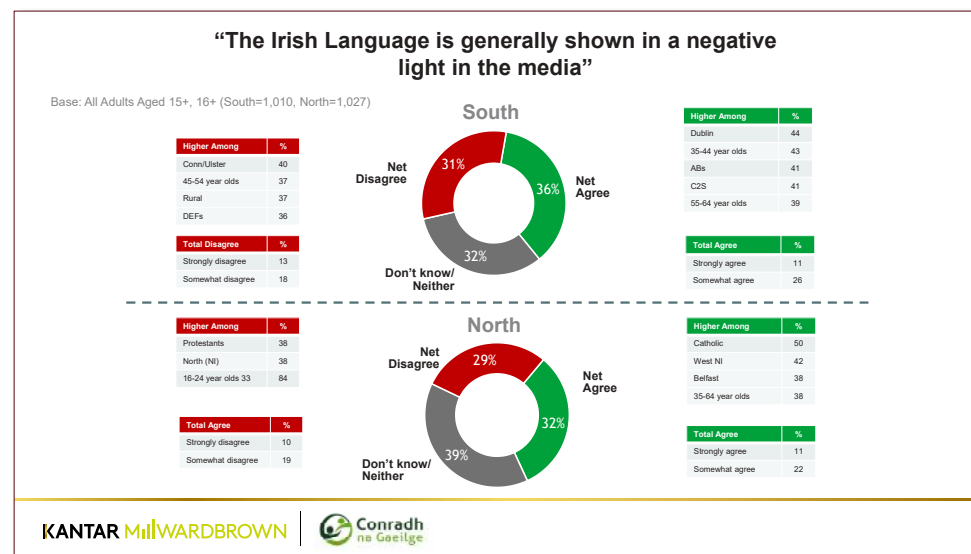
HOW THE LANGUAGE IS PORTRAYED IN THE MEDIA

The second topic of the media section looks at how people perceive the treatment of the language by the mainstream media.

(A) Survey Results:

People north and south were asked if the media dealt fairly with the Irish Language.

Figure 8: Do you agree that the Irish language is generally shown in a negative light in the media?



Interestingly, more people believe that language is shown in a negative light in the media when compared to those who do not believe so. That roughly a third of the population island-wide think that the language is portrayed negatively by the media is a worrying state of affairs, and which cannot go ignored.

(B) Focus Group Results and Recommendations

The representative groups north and south dealt quite a bit with this question, while the Conamara group touched on it to a slightly lesser extent. The contexts differed quite a bit between each group, and it is therefore worthwhile laying out their thoughts separately.

- South:** In general the southern representative group tended to split on the issue of negative portrayal along similar lines to the 'Agree'/'Disagree'/'Don't Know' percentages in the survey results, with each camp making up roughly a third of the whole. As the discussion developed there seemed to be a more widespread agreement that the Irish language doesn't get a lot of coverage, whether positive or negative. Those who thought that the language is shown negatively tended to argue that this was also a problem; that more coverage should be afforded it, and this point seemed to win some sway over

an chuid eile den ghrúpa. Is cinnte gurbh fhíor go raibh claonadh ag na rannpháirtithe síúd ar mó a suim nó a rannpháirtíocht sa teanga a rá gur dona mar a chaitear leis an Ghaeilge sna meáin.

- **Tuaisceart:** I seisiún an tuaiscirt, ba chosúil gur mhó an t-easaontas i measc an ghrúpa, go cinnte i gcomparáid leis an scoilt trí bhealach a léiríodh sna torthaí suirbhé. Ba chosúil gurbh é an comhthéacs polaitíochta nuair a tionóladh an fócasghrúpa fáth amháin a bhí leis seo óir bhí an Ghaeilge á lua i measc na nithe is mó tábhacht sa saol polaitiúil agus bhí a lán díospóireachta á déanamh fúithi sa tréimhse idir an fócasghrúpa agus nuair a rinneadh an suirbhé sé mhí roimhe sin. Bhíothas d'aon tuairim, is cosúil, gur trua é gurb iad na gnéithe polaitiúla a bhaineann leis an Ghaeilge, seachas na gnéithe cultúrtha agus teanga a bhí chun tosaigh sna meáin. Rinneadh pointí nach gclúdaítear sna meáin na gnéithe cultúrtha agus teanga go comhréireach agus gurb é is toradh dó seo go gcuirtear an teanga i láthair go díúltach. Bhíothas ar aon intinn faoi seo, go ginearálta, ach ní raibh an grúpa comhaontaithe faoi cé air a raibh an locht as na gnéithe polaitiúla den teanga a bheith chun tosaigh sna meáin. Bhí leath an ghrúpa a bhí, den chuid is mó, níos fabhraí don teanga ag maíomh go ndearnadh ceist pholaitiúil di mar gheall ar an leithcheal agus an dímheas.
- **Gaeltacht:** Ba é an téama comónta a tháinig aníos sa seisiún seo an chodarsnacht idir na meáin Ghaeilge (TG4, RnaG, agus Tuairisc.ie san áireamh) agus na meáin phríomhshrutha Bhéarla. D'ainneoin go dtugann na meáin Ghaeilge (mar a bheifí ag súil) clúdach níos cothroime agus níos minice do chúrsaí teanga, ba é an dearcadh a bhí ar na meáin Bhéarla (RTÉ go príomha ach luadh eagrais eile) go ndearna siad neamhiontas, tríd is tríd, de scéalta a bhain leis an Ghaeilge. Bhí an mothú ann gur annamh a chlúdaítear an Ghaeilge ach amháin nuair a d'fhéadfadh scéal díúltach a bheith i gceist.

Nuair a scrúdaítear na figiúirí suirbhé agus na téamaí a pléadh sna fócasghrúpaí, is cosúil go gcreidtear go forleathan nach bhfaigheann an Ghaeilge go leor ama sna meáin. Mar bharr ar an donas, is cosúil go measann roinnt daoine go gcaitheann na meáin go díúltach leis an teanga agus go bhfuil drochthionchar aige seo ar phobal na Gaeilge ina iomláine. Ba é an príomh-mholadh tuilleadh clúdaigh ar ghnéithe dearfacha na Gaeilge, a thabharfadh léiriú níos cothroime ar fhiúntas agus ar fhuinneamh na teanga. Luadh RTÉ agus an BBC go sonrach sa chomhthéacs sin, le linn an phlé uilig. Luadh sampla Sheachtain na Gaeilge nuair a dhéanann na meáin iarracht níos mó Gaeilge a chraoladh agus moladh a mhacasamhail a dhéanamh ag amanna eile den bhliain chomh maith.

the rest of the group. It was certainly true that those participants who seemed more interested and/or involved with the language tended to argue that the language was indeed dealt with poorly by the media.

- **North:** In the northern session, the group seemed to be more polarised, certainly in comparison to the three-way split the survey results showed. A reason for this seemed to be the current political context, at the time this focus group was held the Irish language had been dominating the political agenda, and it had garnered a lot of debate in the period between it and when the survey was conducted over six months previously. There seemed to be common agreement that it was somewhat of a shame that it was the political aspects of the language that were dominating the media discourse, rather than the cultural and linguistic aspects. Points were raised that the media don't cover the linguistic and cultural aspects proportionately, and this has the effect of not showing the language in a good light. There was general agreement on this, however the group tended to be split over who was to blame for the political dimensions of the language being to the fore in the media. Within the group, the half who were, overall, more favourable towards the language argued the discrimination and disrespect made it a political issue.
- **Gaeltacht:** The common theme that arose in this session was the opposite nature of the Irish language media (including TG4, RnaG, and Tuairisc.ie) to the mainstream English-language media. While, (as would be expected), the Irish language media outlets gave fairer and more frequent coverage to language issues, the English language media (RTÉ for the most part, but other outlets mentioned) was viewed as virtually ignoring Irish-related stories. There was a sense that the language was very rarely covered, unless it was a potentially negative story.

When both the survey figures and the themes touched upon in the focus groups are examined, there seems to be a general belief that Irish doesn't get enough airtime in the media. On top of this, it seems that for a significant number of people the language is treated negatively by the media, and that this has a detrimental effect on the language community as a whole. The main recommendation was for more coverage of the positive aspects of Irish, providing a fairer reflection of the worth and vibrancy of the language. RTÉ and BBC were all named explicitly in this context, through the discussions. The example of Seachtain na Gaeilge was mentioned, during which the media make an effort to include more Irish throughout their work, and it was suggested that this approach could be replicated at other times of year as well.

9. Cumas Gaeilge

A) Torthaí an tSuirbhé:

Dála an dá eagrán de *Céard É an Scéal?* roimhe seo, cuireadh dhá cheist sa suirbhé a bhaineann le muinín agus cumas sa teanga. Sna táblaí thíos, tá leagtha amach torthaí na bliana seo taobh le torthaí ó 2015 agus 2016 le gur fearr an anailís a dhéanfar.

Figiúr 10 (a): Cumas Gaeilge ó dheas

"Tá mé muiníneach as mo chumas Gaeilge labhartha"			
	Aontaím %	Ní Aontaím %	Eile %
2015	26%	60%	14%
2016	30%	54%	16%
2017	31%	52%	17%
"Tá mé muiníneach gur féidir liom an Ghaeilge a thuigbheáil."			
	Aontaím %	Ní Aontaím %	Eile %
2015	35%	52%	13%
2016	37%	46%	17%
2017	40%	43%	17%

Figiúr 10 (b): Cumas Gaeilge ó thuaidh

"Tá mé muiníneach as mo chumas Gaeilge labhartha"			
	Aontaím %	Ní Aontaím %	Eile %
2015	5%	88%	7%
2016	8%	85%	7%
2017	7%	83%	10%
"Tá mé muiníneach gur féidir liom an Ghaeilge a thuigbheáil."			
	Aontaím %	Ní Aontaím %	Eile %
2015	8%	84%	8%
2016	10%	81%	8%
2017	11%	78%	12%

Is comhartha iad méaduithe beaga i muinín an phobail an Ghaeilge a thuiscint agus a labhairt, don dara bliain as déis a chéile, ar dhá rud. I dtús báire, tá na torthaí seo sách iontaofa; níl aon ní an-éagsúil ná an-aisteach ag baint leo agus tá siad i gcomhréir le heolas daonáirimh, thuaidh agus theas. Lena chois sin, mar gheall ar an iontaofacht seo, cé nach cruthúnas ann féin é, tá creidiúnacht dá réir ag na torthaí eile suirbhé dá dtagraítear sa saothar seo. Tríd is tríd, áfach, is cúis spreagtha iad na figiúirí seo astu féin. Cuirfear na ceisteanna seo arís an bhliain seo chugainn le go ndéanfar patrúin fhéideartha a fhaireachán a thuilleadh.

9. Ability in Irish

(A) Survey Results:

As in the two previous editions of *Céard É an Scéal?*, two questions were asked in the survey relating to confidence and ability in the language. The tables below set the results from this year side-by-side with the results from 2015 and 2016 in order to better enable analysis.

Figure 10 (a): Ability in the Irish Language in the south

"I'm am confident in my spoken Irish"			
	Agree %	Disagree %	Other %
2015	26%	60%	14%
2016	30%	54%	16%
2017	31%	52%	17%
"I am confident that I can understand Irish"			
	Agree %	Disagree %	Other %
2015	35%	52%	13%
2016	37%	46%	17%
2017	40%	43%	17%

Figure 10 (b): Ability in the Irish Language in the north

"I'm am confident in my spoken Irish"			
	Agree %	Disagree %	Other %
2015	5%	88%	7%
2016	8%	85%	7%
2017	7%	83%	10%
"I am confident that I can understand Irish"			
	Agree %	Disagree %	Other %
2015	8%	84%	8%
2016	10%	81%	8%
2017	11%	78%	12%

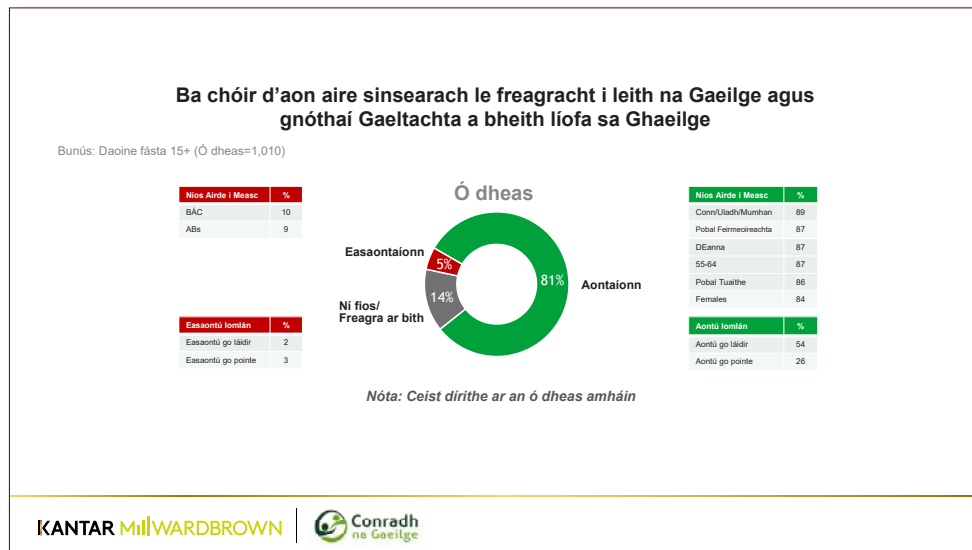
Small increases across the board in the public's confidence in understanding and speaking Irish, for the second consecutive year, appear to indicate two things. Firstly that these results are fairly reliable; there are no wild deviations or peculiarities, and they are in line with census information north and south. In turn, this reliability, while not proof in and of itself, does lend credibility to the other survey results quoted in this body of work. Overall, however, these numbers are encouraging on their own terms. These questions will be asked again next year in order to further monitor potential patterns.

10. Líofacht ag an Aire Sinsearach ó dheas

(A) Survey Results:

Le tamall de bhlianta, dhealródh sé go raibh codanna móra de phobal na Gaeilge ó dheas míshásta go raibh sraith d'airí sinsearach rialtais ann a raibh freagracht na Gaeilge orthu agus iad ar bheagán Gaeilge nó gan aon Ghaeilge. Is sa chomhthéacs seo a lorgaíodh tuairim an phobail i gcoitinne ar an cheist seo.

Figiúr 11: An n-aontaíonn tú gur chóir d'aon aire sinsearach le freagracht i leith na Gaeilge agus gnóthaí Gaeltachta a bheith líofa sa Ghaeilge?



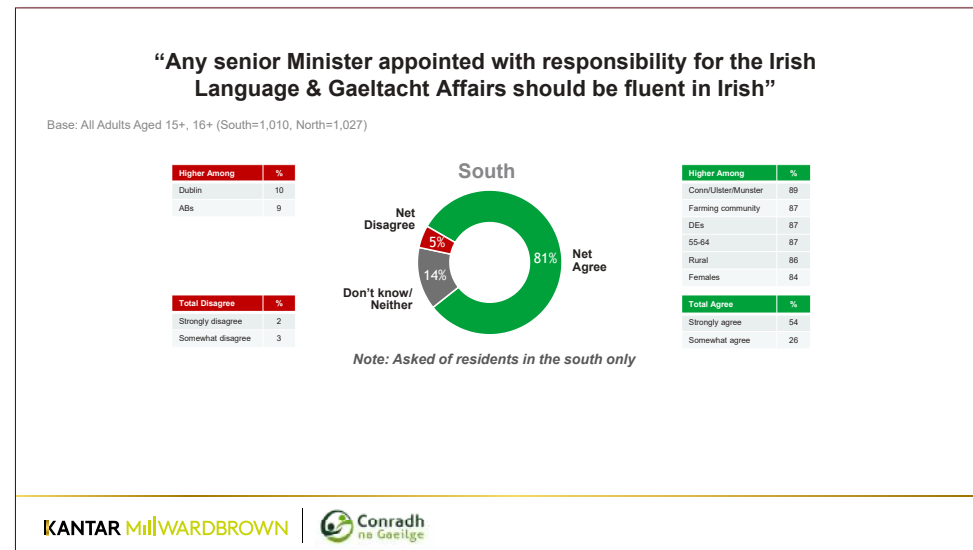
Is toradh sách cuimsitheach é seo. Cé gur réasúnta a bheith ag dúil le céatadán chomh follasach sin a aontú dá mba rud é gur cainteoirí Gaeilge amháin ar cuireadh ceist orthu, nuair a fheictear go n-aontaíonn an pobal i gcoitinne chomh tréan sin ba chóir go gcuirfí ar a súile don rialtas go neamhbhalbh gur chóir aon aire sinsearach a bhfuil freagracht na Gaeilge agus Gnóthaí Gaeltachta air an Ghaeilge a bheith ar a t(h)oil aige/aici.

10. Fluency of senior Minister in the south

(A) Survey Results:

In recent years widespread sections of the Irish language community in the south seemed to disapprove of the fact that successive senior government ministers with responsibility for the Irish language had little to no command of the language. It was in this context that the opinion of the wider public on this matter was sought.

Figure 11: Do you agree that any senior Minister appointed with responsibility for the Irish language & Gaeltacht affairs should be fluent in Irish?



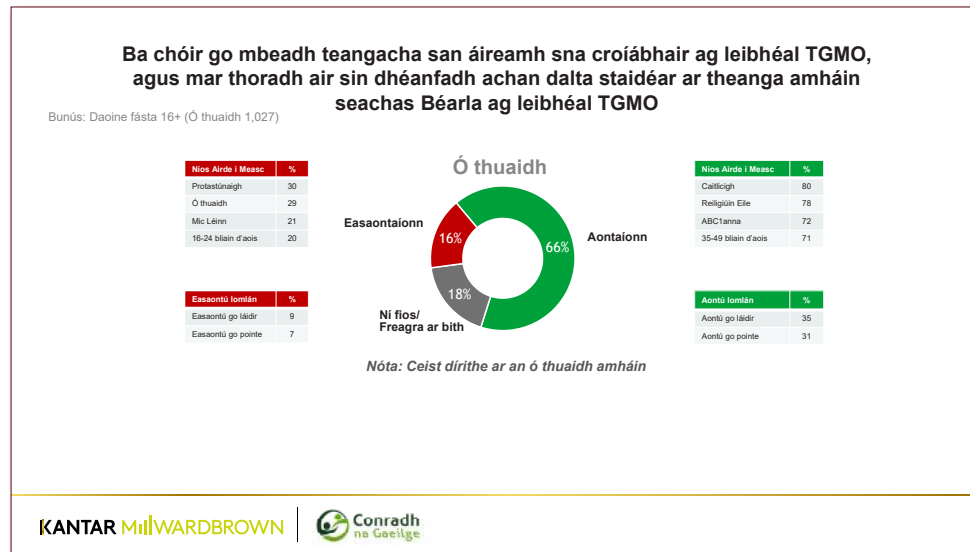
This result is quite comprehensive. While it may have been reasonable to expect such a decisive percentage in agreement had only Irish speakers been polled, the fact that the wider general public agree so strongly should make it extremely clear to the government that any senior minister appointed with responsibility for the Irish Language and Gaeltacht Affairs should be fluent in Irish.

11. Teangacha ag leibhéal TGMO

(A) Torthaí an tSuirbhé:

De réir thaighde inmheánach de chuid Chonradh na Gaeilge, tá an líon daltaí a bhíonn ag gabháil don Ghaeilge ag leibhéal TGMO ag titim le deich mbliana anuas (mar atá teangacha eile, seachas Béarla). Fáth amháin a sonraíodh le titim sa líon daltaí ag gabháil do na teangacha ag leibhéal TGMO an cinneadh nach éigeantach feasta do dhaltaí teanga seachas an Béarla a roghnú ag leibhéal TGMO.

Figióir 12: An n-aontaíonn tú gur chóir go mbeadh teangacha san áireamh sna croiábhair ag leibhéal TGMO, agus mar thoradh air sin dhéanfaidh achan dalta staidéar ar theanga amháin seachas Béarla ag leibhéal TGMO?



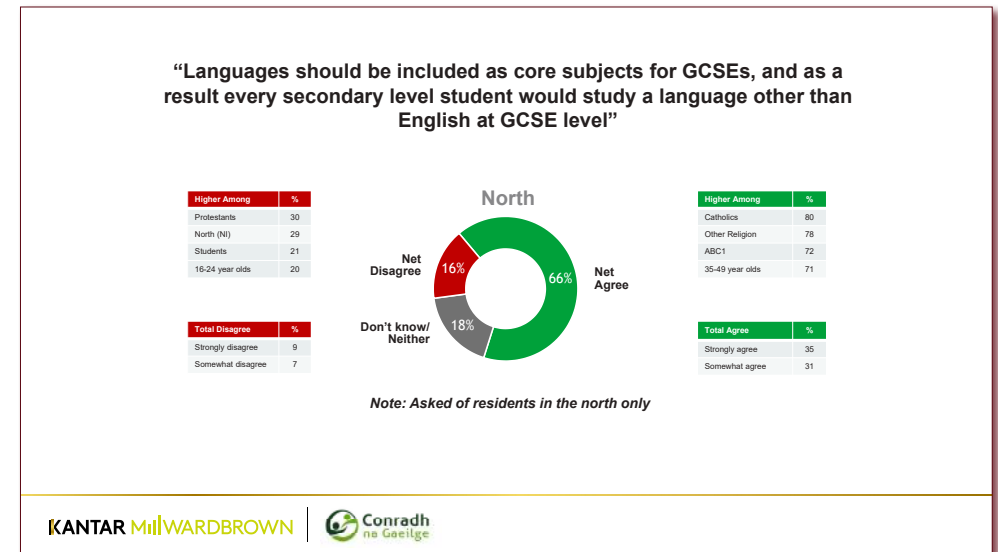
Is léir ó na figiúirí seo go dtacódh formhór na ndaoine le teangacha ról níos mó a bheith acu ag leibhéal TGMO. Cé nach féidir táta a bhaint as an taighde seo gur méadú sa líon daoine óga a roghnódh an Ghaeilge ag TGMO an toradh a bheadh ar athrú mar seo, d'fhéadfaí a rá gur dócha go mbeadh an pobal i bhfách leis.

11. Languages at GCSE Level

(A) Survey Results:

Internal Conradh na Gaeilge research has shown that the numbers studying Irish at GCSE level has seen an overall fall in the past decade (alongside other languages, aside from English). One stipulated reason for the fall in the numbers studying languages to GCSE level was the decision to no longer make it compulsory for students to study a language other than English at GCSE level.

Figure 12: Do you agree that languages should be included as core subjects for GCSEs, and as a result every secondary level student would study a language other than English at GCSE level?



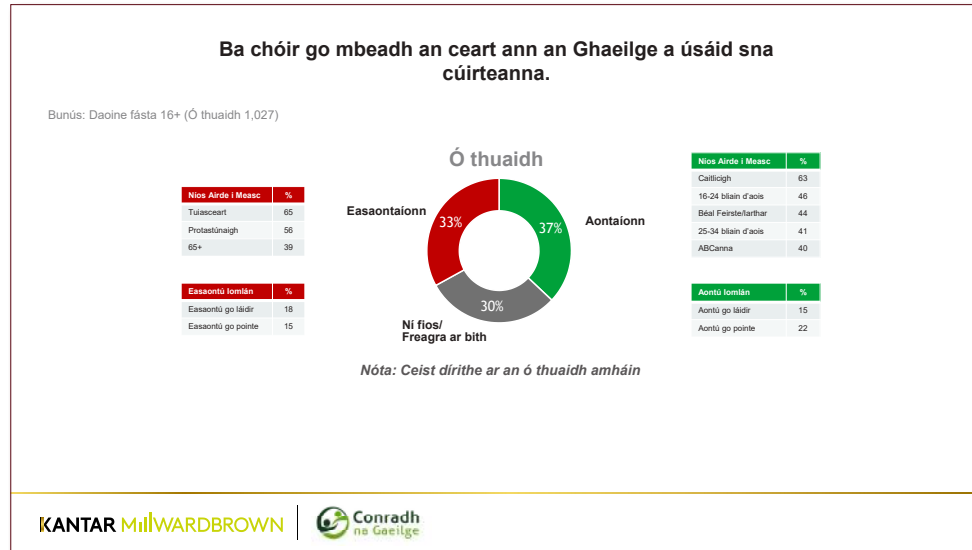
It's clear from these numbers a majority of people would support languages having a greater role at GCSE level. While this research can't say conclusively that such a change would necessarily result in an increase in the amount of younger people taking up Irish at GCSE, it can say that it would likely be met with public support.

12. Irish in the courts in the north

(A) Survey Results:

Mar atá cúrsaí faoi láthair, tá cosc ar úsáid na Gaeilge sna cúirteanna sa tuaisceart mar gheall ar Acht 1737 a bheith i bhfeidhm go fóill. Is croighné de chuid na n-éileamh ar Acht na Gaeilge ó thuaidh aisghairm an Achta sin agus sa cheist seo breathnaíodh ar thuairimí an phobail i leith na saincheiste seo. Tríd is tríd, is mó daoine ná a mhalairt a aontaíonn gur chóir go mbeadh sé de cheart ag duine an Ghaeilge a úsáid sna cúirteanna. Is é an t-ábhar spéise sa chás seo gur daoine óga is dóichí i bhfad (16-24) a d'aontódh leis seo seachas iad sin atá 65+.

Figiúr 13: An n-aontaíonn gur chóir go mbeadh an ceart ann an Ghaeilge a úsáid sna cúirteanna?

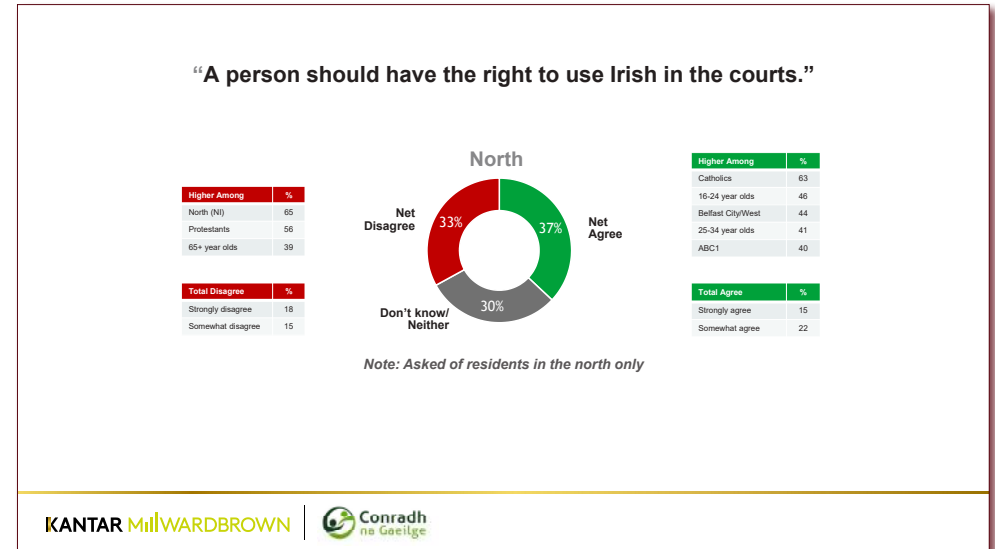


12. Irish in the courts in the north

(A) Survey Results:

As it stands, it is forbidden to use Irish in the courts in the north due to the 1737 Act still being in place. The repeal of this Act forms a key component of demands around an Irish Language Act in the north and this particular question looked at public opinion on this issue. Overall, more people agree that someone should have the right to use Irish in the courts than disagree. What is interesting here is that younger people (16-24) are much more likely to agree with this when compared with those 65+.

Figure 13: Do you agree that a person should have the right to use Irish in the courts?



13. Conclúid

Tá roinnt nithe go soiléir sna torthaí thuas. Sa chéad dul síos, dála thorthaí na bliana seo caite, is cosúil go bhfuil an-chuid go deo dea-thola don Ghaeilge sa tír seo. Tá tacaíocht fhada bhuan ann do bhearta ar aidhm dóibh an Ghaeilge a chosaint agus a fhorbairt a thuilleadh, baineadh siad le hearnáil na turasóireachta, leis an Ghaeltacht, leis na meáin Ghaeilge nó le cúrsaí reachtaíochta. An ghné is ríthábhachtaí de seo, gur ó bhonn i bhfad níos leithne ná go díreach pobal na Gaeilge a thagann an tacaíocht seo. Fiú i gcásanna nuair is cosúil go bhfuil lucht tacaíochta do thionscadal ar leith sa mhionlach, tá an leibhéal tacaíochta níos líonmhaire ná an líon cainteoirí Gaeilge féin.

Tá argóint láidir le déanamh go nglacfaidh rialtais, thuaidh agus theas, dáiríre an ról a d'fhéadfadh a bheith ag an teanga i bhforbairt na turasóireachta anseo agus an bhéim a chur go mion is go minic ar a uathúlacht agus a luachmhaire atá an teanga. Is treise arís an cás nuair is dócha gur leas na teanga a leithéid de chur chuige fosta.

I measc phobal na Gaeilge in Éirinn, táthar den tuairim go forleathan nach dtugtar cothrom na Féinne sna meáin do cheisteanna a bhaineann leis an Ghaeilge agus go mbíonn an iomarca airde ar scéalta diúltacha. Ag an leibhéal is measa, mothaíonn pobal na Gaeilge coimhthíos mar gheall air seo. Le cois an mhíshásaimh seo, tá an dearcadh gur gnéithe thar a bheith tábhachtach iad na meáin Ghaeilge agus an Ghaeilge a bheith ar fáil ar na meáin Bhéarla leis an teanga a chosaint agus a fhorbairt agus go bhféadfaí níos mó a dhéanamh faoi láthair chun iad a fheabhsú. Baineann tionscadal amháin, agus an-tacaíocht aige, le bunú stáisiún náisiúnta raidió FM, dírithe ar dhaoine óga. Ar deireadh, gan an aird nó an infheistíocht chuí sna meáin Ghaeilge, d'fhéadfaí dochar a dhéanamh d'fhás na Gaeilge agus ligfí deis iontach amú.

Féadann siad siúd a bhíonn i mbun feachtais Ghaeilge misneach a fháil ón spéis, mar a léirítear thuas atá ag an phobal i gcoitinne i bpáirt a ghlacadh i gcur chun cinn na teanga agus sa tsuim atá ag daoine nach cainteoirí Gaeilge iad. Is léir, áfach, maidir le feachtais teanga go gcaithfear smaoinemh go straitéiseach faoi na bealaí is fearr le leas a bhaint as an dea-thoil sin le go nglacfaidh daoine ról.

De réir an líon daoine agus na sonraí cáilíochtúla, is iomaí ceist a bhaineann leis an Ghaeilge nach mór do na húdaráis chuí dul i ngleic leo. Baineadh siad leis an cheart a bheith ag daoine Gaeilge a úsáid sna cúirteanna nó go gcaithfeadh aire sinsearach Gaeilge líofa a bheith aige/aici, nó na féidearthachtaí a bhaineann le gnéithe neamhoideachais den teanga - caithfear na ceisteanna seo, agus go leor eile nach iad, a fhreagairt mar is ceart ar mhaithe leis an Ghaeilge agus an pobal. Tá an taighde seo ag cur leis an chnuasach taighde a léiríonn go bhfuil deiseanna iontacha ann leis an Ghaeilge agus lucht a labhartha a fhorbairt, ach gur ann dáiríre do chontúirtí don phobal mura dtapófar na deiseanna sin.

13. Conclusion

A number of things are clear from the results above. Firstly, in a similar vein to the findings in last year's report, it is apparent that there exists a huge amount of goodwill towards the language in this country. There is consistent support for measures designed to further protect and develop the Irish language, whether these are measures relating to the tourism sector, to the Gaeltacht, to Irish language media, or to legislative matters. Crucially, this backing is often drawn from a much wider base than simply the Irish language community alone. Even in instances where there appears to be only a minority of support for a particular project, the level of approval numerically exceeds the size of the Irish language community itself.

There is a strong argument to be made for governments north and south taking seriously the role the language could play in developing tourism here, with the uniqueness and the value of the language emphasised again and again. That such an approach would likely in turn benefit the language makes the case doubly strong.

Among the language community in Ireland there is a widespread opinion that the mainstream media do not give Irish language issues a fair hearing, with undue focus being given to negative stories. At its worst, this can be an alienating experience for the community. Coupled with this dissatisfaction is a view that both Irish language media and Irish language availability on the English media are extremely important aspects in protecting and developing the language, and that currently more could be done to enhance them. One well-supported project is around setting up a country-wide FM Irish language radio station directed at young people. Finally, without proper attention and investment into Irish language media the growth of the language could be harmed, and an excellent opportunity would have been wasted.

Those who campaign on the language can take heart from the interest, shown above, that the general public has in playing an active part in promoting the language, interest that goes beyond Irish speakers alone. It is clear however than campaigns on the language must think strategically about how best to tap that willingness to play some role.

Both the numbers and the qualitative data show that there are many different Irish language issues which the relevant authorities need to address. Whether it is the right to use Irish in court, or the need for a senior minister to be fluent in Irish, or the potential in the non-educational side of the language - all of these questions, and many more, must be responded to properly, for the sake of the language and the community. This research adds to the growing body of evidence that there are great opportunities for developing the language and its community, **but also that real dangers exist for the community if those same opportunities are passed up.**

Aguisíni

Appendices

Aguisín A: Ceisteanna Kantar Millward Brown

(Feabhra 2017)

1. Is acmhainn ar léith í an Ghaeilge ar féidir léi cur go dearfach le forbairt turasóireachta an oileáin seo.
2. Is acmhainn fíorthabhachtach í an Ghaeltacht do dhaoine atá ag foghlaim na Gaeilge.
3. Tá suim phearsanta agam freastal ar imeacht Gaeilge, seachas rang Gaeilge nó ciorcal comhrá, i mo cheantar féin.
4. Ba chóir tacaíocht airgeadais a chur ar fáil dóibh siúd ar suim leo freastal ar chúrsa sa Ghaeltacht ar mhaithe le Gaeilge a fhoghlaim, agus nach mbeadh ábalta freastal air murach sin.
5. Bheadh suim agam a bheith páirteach i bhfeachtas leis an Ghaeilge a chur chun cinn.
6. Tá mé muiníneach gur féidir liom an Ghaeilge a thuigbheáil.
7. Tá mé muiníneach gur féidir liom an Ghaeilge a labhairt.
8. Go ginearálta déantar léiriú diúltach ar an Ghaeilge sna meáin.
9. Ba chóir d'aon aire sinsearach le freagracht i leith na Gaeilge agus gnóthaí Gaeltachta a bheith líofa sa Ghaeilge.
10. Ba cheart stáisiúin raidió Gaeilge dírithe ar dhaoine óga agus ar fáil ar FM a mhaoiniú ón táille ceadúnais reatha.
11. Ba chóir go mbeadh an ceart ann an Ghaeilge a úsáid sna cúirteanna.
12. Ba chóir go mbeadh teangacha san áireamh sna croiábhair ag leibhéal TGMO, agus mar thoradh air sin dhéanfadh achan dalta staidéar ar theanga amháin seachas Béarla ag leibhéal TGMO.
13. Ar fhreastail tú ar cheann ar bith de na himeachtaí a leanas i nGaeilge sna 12 mí atá imithe thart? (freagraí ar fáil ó taighde@cnag.ie)

Appendix A: Kantar Millward Brown Questions

(February 2017)

1. Irish is a unique resource that can have a positive impact on the development of tourism on this island.
2. The Gaeltacht is a resource of great importance for people who are learning the Irish Language.
3. I am personally interested in attending Irish events in my own area, outside of an Irish class or an Irish conversation circle.
4. Financial Support should be provided to those who want to attend a course in the Gaeltacht in order to learn Irish, and who otherwise wouldn't be able to afford to attend.
5. I would be interested in taking part in campaigns to promote the Irish language.
6. I am confident in my ability to understand Irish.
7. I am confident in my ability to speak Irish.
8. The Irish Language is generally shown in a negative light in the media.
9. Any senior Minister appointed with responsibility for the Irish Language & Gaeltacht Affairs should be fluent in Irish.
10. An Irish language Radio station aimed at young people, available on FM throughout the country, should be funded from the current TV licence.
11. A person should have the right to use Irish in the courts.
12. Languages should be included as core subjects for GCSEs, and as a result every secondary level student would study a language other than English at GCSE level.
13. Have you attended any of the following events in the Irish language over the past 12 months? (answers available from taighde@cnag.ie)

Aguisín B - Suirbhé Millward Browne 2016

#	Ráiteas	Theas nó Thuaidh	Aontaíonn	Ní aontaíonn	Níl a fhios / Gan freagra			
1.	"Ba chóir go mbeadh tacaíocht ar fáil do theaghlach atá ag tógáil a gclainne trí Ghaeilge"	Theas	61%	9%	30%			
		Thuaidh	26%	54%	20%			
2.	"Mothaím go bhfuil nasc láidir idir an Ghaeilge agus m'fhéiniúlacht phearsanta"	Theas	46%	29%	24%			
		Thuaidh	26%	54%	20%			
3.	"Mothaím go bhfuil nasc láidir idir teanga na Gaeilge agus féiniúlacht na tíre seo"	Theas	59%	20%	21%			
		Thuaidh	44%	37%	19%			
4.	"Níl go leor deiseanna do dhaoine óga a gcuid Gaeilge a úsáid taobh amuigh den chóras oideachais fhoirmiúil"	Theas	62%	10%	28%			
		Thuaidh	41%	23%	26%			
5.	"Creidim gur chóir go spreagfaí lipéadú dátheangach i nGaeilge agus i mBéarla sa tír seo"	Theas	63%	10%	27%			
6.	"Tá mé go hiomlán ar an eolas faoi na seirbhísí atá ar fáil dom ón stát / rialtas trí Ghaeilge, ionas gur féidir liom mo chuid gnó a dhéanamh trí Ghaeilge más mian liom"	Theas	45%	25%	26%			
		Thuaidh	23%	53%	25%			
7.	"Creidim gur chóir go mbeadh gach seirbhís stáit ar fáil trí Ghaeilge do mhuintir na Gaeltachta"	Theas	63%	10%	27%			
8.	"Ba chóir go gcuirfí Acht Gaeilge i bhfeidhm, ionas gur féidir le daoine seirbhísí a fháil trí Ghaeilge más maith leo iad a úsáid"	Thuaidh	40%	30%	30%			
9.	"Tá mé muiníneach as mo chumas Gaeilge labhartha"	Theas	30%	54%	16%			
		Thuaidh	8%	85%	7%			
10.	"Tá mé muiníneach gur féidir liom an Ghaeilge a thuigbheáil"	Theas	37%	46%	17%			
		Thuaidh	10%	81%	8%			
11.	"Tá suim agam Gaeilge/tuilleadh Gaeilge a fhoghlaim"	Theas	33%	47%	21%			
		Thuaidh	20%	68%	12%			
12.	"An rogha is fearr liom ar an liosta chun tuilleadh Gaeilge a fhoghlaim"		Grúpa Comhrá	Ranganna Oíche	Cúrsa Ar Líne	Cúrsa Gaeltachta	Eile	Níl a fhios / Freagra ar bith
		Theas	30%	30%	19%	6%	1%	14%
		Thuaidh	49%	71%	37%	26%	5%	2%

Appendix B - Millward Browne Survey 2016

#	Statement	North or South	Agree	Disagree	Don't know / No Answer			
1.	"There should be support available for families raising their children through Irish"	South	61%	9%	30%			
		North	26%	54%	20%			
2.	"I feel there is a close link between the Irish language and my personal identity"	South	46%	29%	24%			
		North	26%	54%	20%			
3.	"I feel there is a close link between the Irish language and the identity of this country"	South	59%	20%	21%			
		North	44%	37%	19%			
4.	"There are not enough opportunities for young people to use their Irish outside the formal education system"	South	62%	10%	28%			
		North	41%	23%	26%			
5.	"I believe that bilingual labelling should be encouraged in Irish and in English in this country"	South	63%	10%	27%			
6.	"I am fully aware of the services that are available to me from the state / government in Irish, so that I can conduct my business through Irish if I so wish."	South	45%	25%	26%			
		North	23%	53%	25%			
7.	"I believe that every state service should be available in Irish to the Gaeltacht community"	South	63%	10%	27%			
8.	"An Irish-Language Act should be established, so people can access services through Irish if they wish"	North	40%	30%	30%			
9.	"I am confident of my ability in spoken Irish"	South	30%	54%	16%			
		North	8%	85%	7%			
10.	"I am confident that I can understand Irish"	South	37%	46%	17%			
		North	10%	81%	8%			
11.	"I have an interest to learn more Irish / more Irish"	South	33%	47%	21%			
		North	20%	68%	12%			
12.	"My preferred options on the list to learn more Irish"		Conversation Group	Night Classes	On Line Course	Gaeltacht Course	Other	Don't know / No Answer
		South	30%	30%	19%	6%	1%	14%
		North	49%	71%	37%	26%	5%	2%

Aguisín B - Suirbhé Millward Browne 2015

#	Ráiteas	Theas nó Thuaidh	Aontaíonn	Ní aontaíonn	Níl a fhios / Gan freagra
1.	"Chuala mé faoi Sheachtain na Gaeilge"	Theas	50%	47%	3%
		Thuaidh	11%	86%	3%
2.	"Ghlac mé páirt in imeacht nó tionscadail a bhí bainteach le Seachtain na Gaeilge" <i>*ó na daoine a chuala fuithi</i>	Theas	33%	65%	2%
		Thuaidh	25%	74%	1%
3.	"Ba mhaith liom deis a bheith agam níos mó Gaeilge a labhairt."	Theas	45%	37%	18%
		Thuaidh	26%	55%	18%
4.	"Ba mhaith liom an deis a bheith agam Gaeilge / níos mó Gaeilge a fhoghlaim."	Theas	44%	39%	17%
		Thuaidh	29%	55%	16%
5.	"Ba chóir go mbeadh an ceart ag gach páiste oideachas a bheith acu trí Ghaeilge, más é sin an rogha atá acu."	Theas	72%	11%	17%
		Thuaidh	63%	21%	16%
6.	"Ba chóir go mbeadh ainmneacha Gaeilge ar eagraíochtaí rialtais / stáit nua ar bith."	Theas	53%	21%	26%
7.	"Ba chóir go mbeadh comharthaíocht dhátheangach curtha in airde ag údaráis agus comhairlí áitiúla, nuair a bhíonn éileamh áitiúil ann."	Thuaidh	50%	27%	23%
8.	"Ba chóir don stát tacaíocht a chur ar fáil do phobail ar mhaith leo straitéis Gaeilge dá gceantar féin a fhorbairt."	Theas	65%	16%	19%
		Thuaidh	55%	25%	20%
9.	"Ba chóir don stát tuilleadh tacaíochta a chur ar fáil don Ghaeilge."	Theas	61%	18%	21%
		Thuaidh	48%	28%	24%
10.	"Ba chóir go mbeadh seirbhísí trí Ghaeilge curtha ar fáil ag an Stát do dhaoine ar mhaith leo iad a úsáid."	Theas	70%	13%	17%
		Thuaidh	54%	26%	20%
11.	"Is acmhainn i léith í an Ghaeilge gur féidir léi cur go dearfach le forbairt eacnamaíochta an oileáin seo."	Theas	53%	22%	25%
		Thuaidh	46%	27%	27%
12.	"Cuireann úsáid na Gaeilge USP ar fáil do ghnóthaí."	Theas	42%	28%	30%
		Thuaidh	37%	32%	31%

Appendix B - Millward Browne Survey 2015

#	Statement	North or South	Agree	Disagree	Unknown / No Answer
1.	"I have heard of Seachtain na Gaeilge"	South	50%	47%	3%
		North	11%	86%	3%
2.	"I have taken part in an events or initiatives associated with Seachtain na Gaeilge" <i>*from those who have heard of it</i>	South	33%	65%	2%
		North	25%	74%	1%
3.	"I would like to have the opportunity to speak Irish more often"	South	45%	37%	18%
		North	26%	55%	18%
4.	"I would like to have the opportunity to learn Irish or learn more Irish"	South	44%	39%	17%
		North	29%	55%	16%
5.	"Every child should be entitled to have their education through the medium of Irish, if that is their preferred choice"	South	72%	11%	17%
		North	63%	21%	16%
6.	"The names of new government agencies and semi-state bodies should always be in Irish"	South	53%	21%	26%
7.	"Bilingual signs should be erected by local authorities and councils, where there is a local demand"	North	50%	27%	23%
8.	"The state should provide support for communities to develop Irish language strategies in their own areas"	South	65%	16%	19%
		North	55%	25%	20%
9.	"The state should provide more support for the Irish language"	South	61%	18%	21%
		North	48%	28%	24%
10.	"Services provided by the state should be made available through Irish for those who wish to use them"	South	70%	13%	17%
		North	54%	26%	20%
11.	"The Irish language is a unique resource which can make a positive contribution to the economic development of this island"	South	53%	22%	25%
		North	46%	27%	27%
12.	"The use of Irish by businesses provides a unique selling point"	South	42%	28%	30%
		North	37%	32%	31%

Nótaí:

Notes:



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