

TESOL

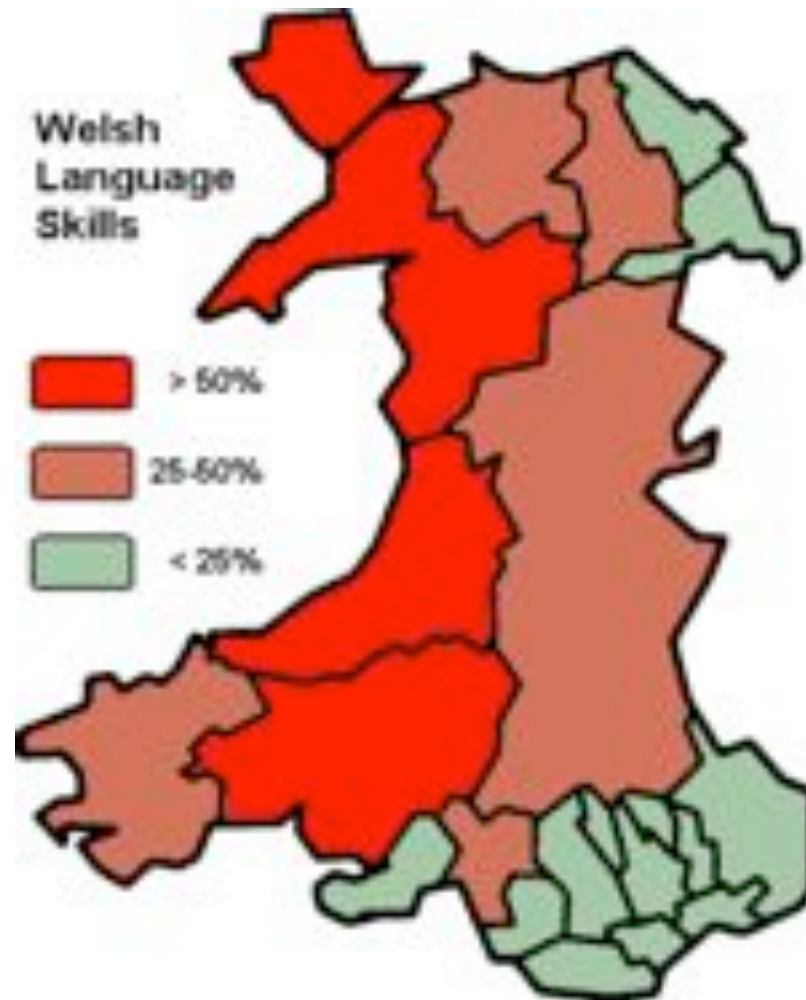
**#ACTA2014 Meeting the Challenge
International TESOL Conference**

vicTESOL

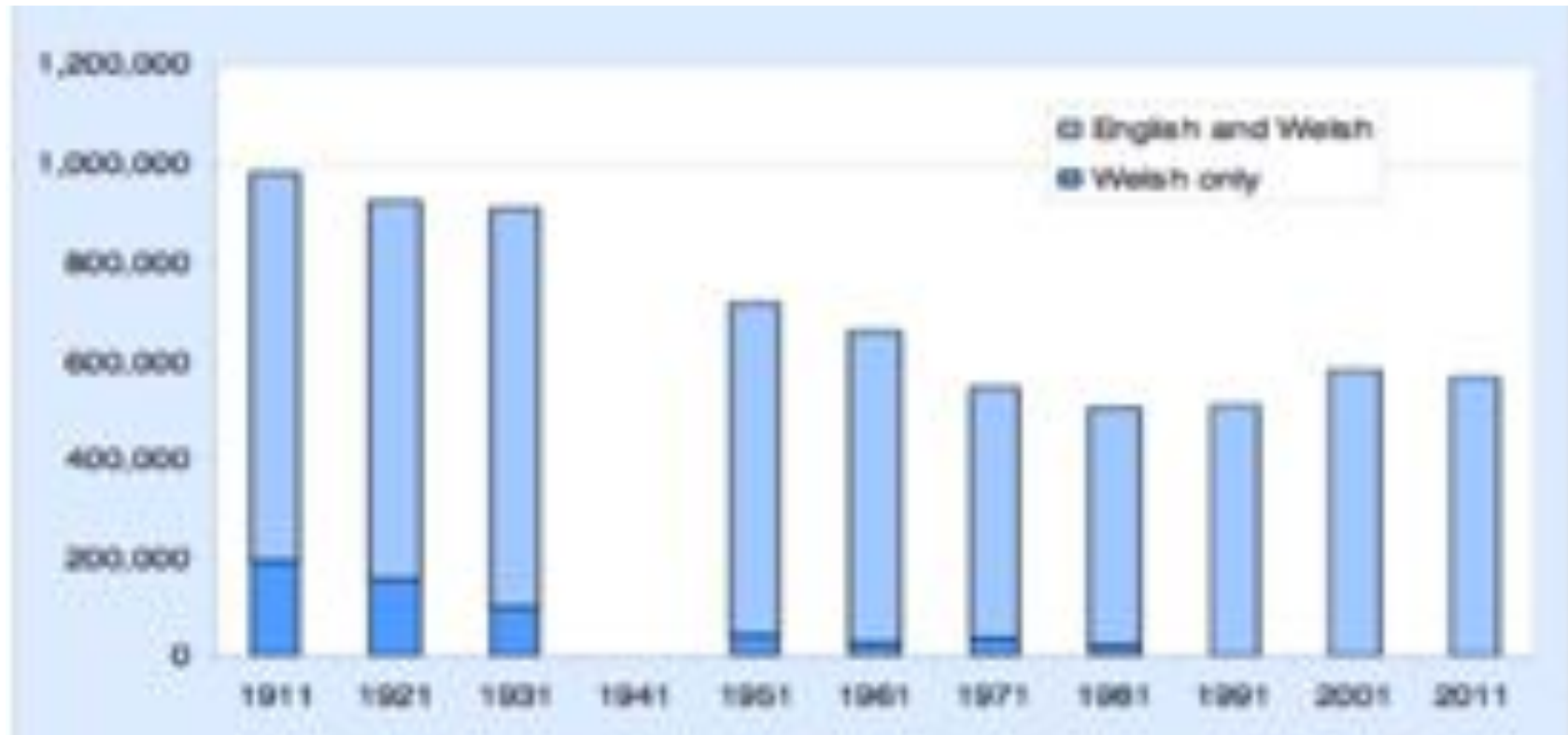


30 September - 3 October 2014
Melbourne Convention & Exhibition Centre
www.tesol.org.au/ACTA-Conference

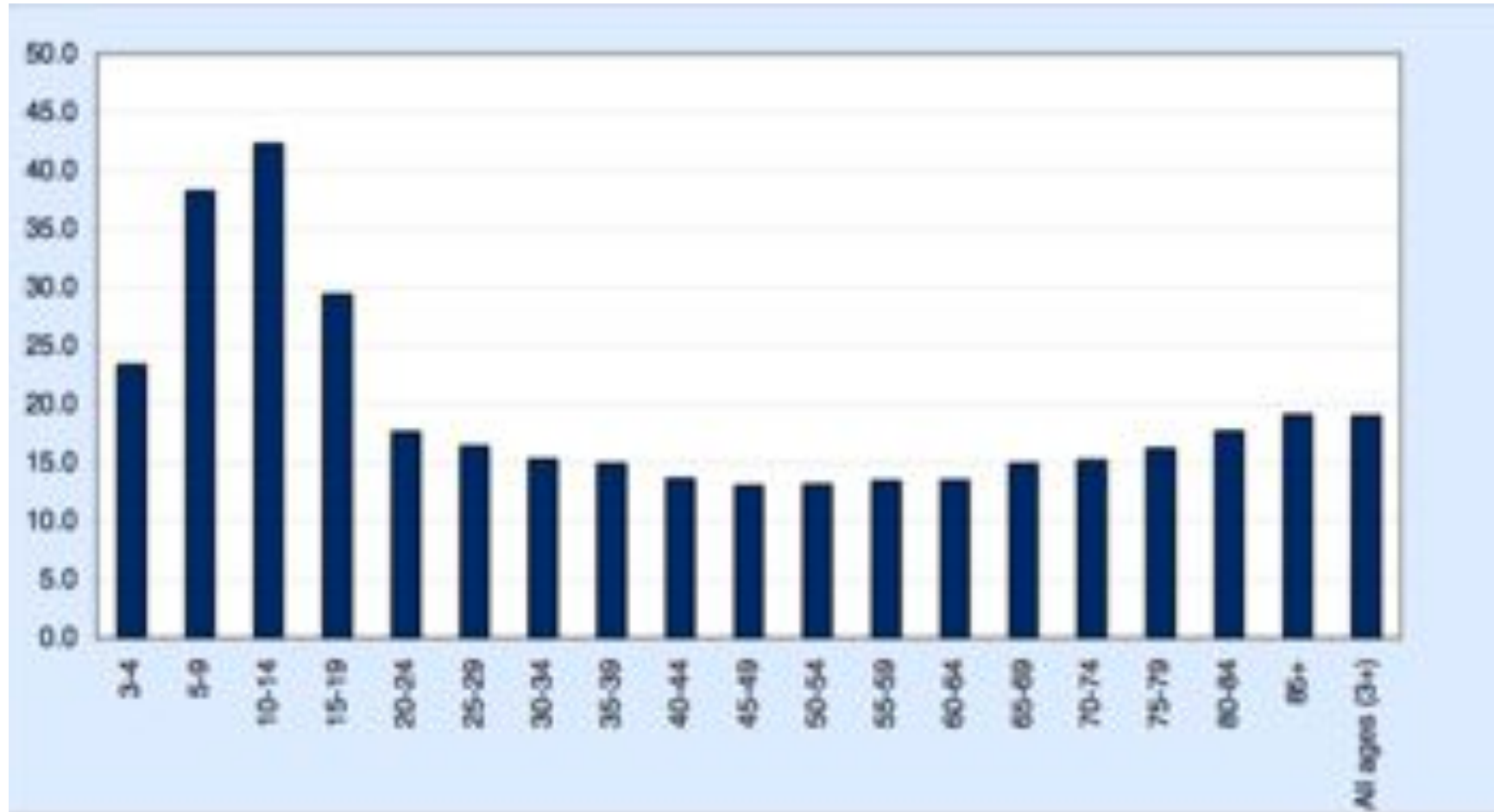
**DOING DIVERSITY:
THE MARKETING OF OTHER LANGUAGES**



NUMBERS AGED 3 AND OVER ABLE TO SPEAK WELSH 1911–2011



% ABLE TO SPEAK WELSH BY AGE GROUP 2011



WHEN SCHOOL IS NOT ENOUGH

- Children from English speaking homes tend to use Welsh only in the classroom
- Students from English-speaking homes who have completed their schooling in Welsh often continue using English when they marry and have children
- Need to look at outside school settings in work and the community which offer a meaningful context for using Welsh.

THE BIG CONVERSATION

“People speak Welsh when they see that speaking Welsh has an economic and social purpose.”

“People must be taught ‘why’ they should speak Welsh as well as ‘how’ to speak Welsh.”

PROMOTING THE VALUE OF WELSH

- Develop a coordinated marketing strategy for the language, including marketing linked to projects and activities in support of the language
- Do this in partnership with others, including organisations established to promote the use of Welsh.

FACEBOOK: WELSH MEDIUM EDUCATION



The image shows a screenshot of a Facebook profile page for a community named "Choice : Dewis". The profile picture is a square image showing a person's hands holding a red book with the text "DECHRAU PŴTAITH AT DOWY IAITH" and "BEGIN THEIR BILINGUAL JOURNEY". The name "Choice : Dewis" is displayed in a large, bold font, with "429 likes · 1 talking about this" underneath. To the right of the name are buttons for "Like", "Follow", "Message", and a dropdown menu icon. Below the name, the page is categorized as a "Community" with the description "Addysg Cyfrwng Cymraeg" and "Welsh Medium Education". At the bottom left, there are links for "About" and "Suggest an Edit". On the right side, there is a small thumbnail of a post with the "SAC" logo and a "429" likes counter.

TWF ('GROWTH') FACEBOOK PAGE

Y Gymraeg: mae'n perthyn i ti a fi
Welsh: it belongs to you and me

#perthynittiaf #belongstoyouandme

Twf
Cymraeg o'r Crud / 2 Languages from Day 1

Ysbysebwr Cymru
Welsh Government

Twf Cymru
3,376 likes · 53 talking about this

Like Follow Message

Education
Twf: Cymraeg o'r Crud / 2 Languages from Day 1

About · Suggest an Edit

Photos
Plentyn yn y Car / Child on Board

Likes
3,376

More Twf Cymru



**Rheswm da
dros gyflwyno
Cymraeg o'r crud**

**Good reasons to
introduce Welsh
from birth**

1234
5678

Wyddoch chi bod
cyflwyno Cymraeg o'r
cychwyn cyntaf yn...

Did you know that
introducing your
baby to Welsh right
from the start...



Cymraeg o'r crud
Welsh from birth



... gosod sylfaen
gadarn i blentyn ddod
yn ddwyieithog

... lays firm foundations
for your child to
become bilingual

Darllen a chyfri
Reading and writing



2

... rhoi plentyn ar y
blaen wrth ddysgu
darllen a chyfri

... gives your child
a head start when
learning to read
and count

Perthyn
Belonging



3

... cyfoethogi
hunaniaeth
Gymraeg y plentyn

... enriches the
child's Welsh
identity

Mwy o ffrindiau
More friends



4

... ymestyn eu
cylch ffrindiau
a'u cyfleoedd
cymdeithasol

... extends their
social activities and
friendship groups

Sgiliau dwyieithog
Bilingual skills



5

... rhoi cyfle gwell
iddyn nhw gael
swydd pan fyddan
nhw'n hŷn

... gives them a
better chance of
gaining employment
when older

Cyfathrebu
Communication



6

... gwella sgiliau
cyfathrebu a'i
gwneud hi'n haws
dysgu ieithoedd eraill

... improves
communication skills
and makes it easier to
learn other languages

Cymru Ddwyieithog
Bilingual Wales



... cynyddu eu
gwerthfawrogiad
o ddwy iaith a
diwylliant Cymru

... increases their
appreciation of
Wales' languages
and cultures

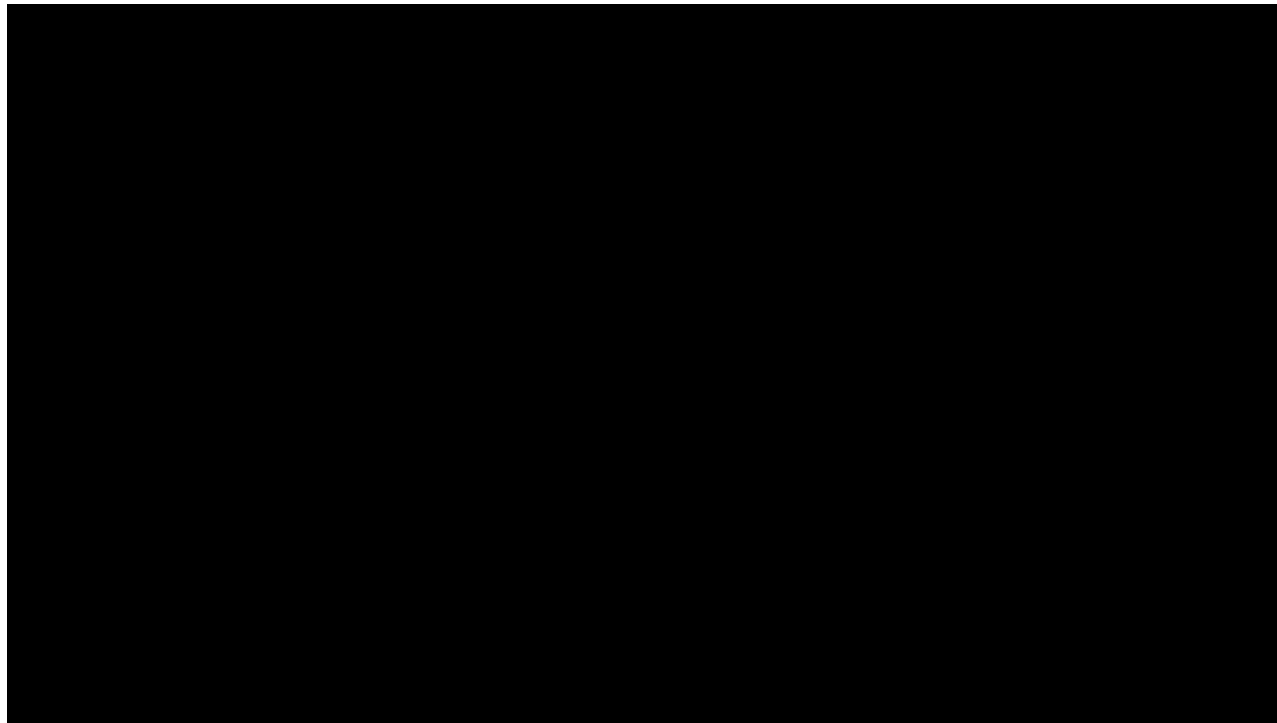
Ehangu gorwelion
Widen horizons



... cynyddu eu
gwerthfawrogiad
o ddiwylliannau
ac ieithoedd eraill

... increases their
appreciation of
other cultures
and languages

TARGETING PARENTS



BILINGUALISM IS BEST



LESSONS FOR OTHER LANGUAGES?

