

# Stiùireadh Gàidhlig

## MG ALBA/BBC ALBA

Tha co-bhanntachd BBC ALBA a' libhrigeadh susbaint tar-mheadhan a tha a' gabhail a-steach BBC ALBA, Radio nan Gàidheal agus [www.bbc.co.uk/alba](http://www.bbc.co.uk/alba) gach fear aca a' tabhann ghoireasan agus susbaint a tha co-fhreagarrach. Tha gach seirbheis air a thabhann tro mheadhan na Gàidhlig. Tha susbaint loidhneach BBC ALBA ri fhaotainn cuideachd air iPlayer a' BhBC ach tha cuid de stuthan sònraichte rim faotainn air Twitter, Facebook, Instagram agus YouTube BBC ALBA.

### *Raon-dleistanais*

Tha BBC ALBA ag amas air luchd-bruidhinn na Gàidhlig a fhrithealadh, iadsan a tha ag ionnsachadh, iadsan aig am biodh ùidh ann a bhith ag ionnsachadh, agus iadsan aig a bheil ùidh sa chànan agus sa chultar.

Tha e ag amas air cultar, fèin-aithne agus dualchas na Gàidhlig a thaisbeanadh agus taic a thoirt dhaibh.

Ann a bhith a' coileanadh an raon-dleistanais tha BBC ALBA a' cur ro-innleachd phrògram an sàs a tha ag amas air a bhith a' frithealadh:

- Iadsan a tha a cheana a' bruidhinn agus ag ionnsachadh na Gàidhlig - le bhith a' tabhann seirbheis aig a bheil creideas agus buntanas
- Iadsan aig nach eil a' Ghàidhlig - le bhith a' tabhann susbaint a tha mar dhoras chun na Gàidhlig do luchd-amhairc agus choimhearsnachdan air feadh Alba agus an còrr den RA

Tha BBC ALBA cuideachd ag amas air:

- A bhith a' cuideachadh ann a bhith a' tàladh luchd-labhairt ùra chun chànan lomhaigh na Gàidhlig a thogail tron RA air fad le bhith a' tabhann susbaint a tha tarraingeach do luchd-amhairc aig nach biodh cus ùidh no luach sa chànan mur e b' e seo
- A bhith ag amas air sealladh eadar-nàiseanta a thoirt seachad a' gabhail a-steach cànan is cultaran eile

### *Ro-innleachd Cànan*



Tha BBC ALBA a' stèidheachadh na Gàidhlig ann an co-theacsa far am faod daoine aig nach eil a' chànain a thighinn na lùib ann an suidheachaidhean aig nach eil ceangal soilleir ri cultar traidiseanta na Gàidhlig. Tha aithne na Gàidhlig na pàirt mòr de mheudachadh luchd-amhairc ùra a dh'fhaodadh nach eil fileanta ach a tha taiceil a thaobh suidhichidhean far am faigh a' Ghàidhlig cothrom fàs agus a dhol am meud.

Le bhith a' cur na Gàidhlig an lùib co-theacsa Albannach tha a' mhòr-shluagh a' tòiseachadh a bhith ga faicinn mar nì 'àbhaisteach' ann am beatha na h-Alba. Thathar an dòchas gun tèid seo am meud tro thìde, agus gum bi buaidh aige air an tuilleadh dhaoine a tharraing chun chànain.

Mar sin 's e fear de na dleastanasan a tha aig na meadhanan Gàidhlig MOTHACHADH na Gàidhlig a thogail tro Alba air fad. Thathar a' dèanamh seo tro phrògraman Gàidhlig anns a bheil cuspairean a bhiodh inntinneach agus ruigsinneach do dhaoine aig nach eil a' chànain. 'S e an dàrna dleastanas a th' aig na meadhanan Gàidhlig a bhith a' togail INBHE, agus tha a' Ghàidhlig mar bhrannnd telebhisein shoirbheachail nàiseanta agus ioma-ùrlair a' cur ri sin. Tha mothachadh agus inbhe a' cuideachadh le bhith ag ÀBHAISTEACHADH, far a bheil a' Ghàidhlig ag amas air a bhith air a h-aithneachadh mar phàirt de bheatha àbhaisteach ann an Alba. Agus mu dheireadh, bu chòir do na meadhanan Gàidhlig a bhith a' cuideachadh le DLÙTH-GHABHAIL, far a bheil diùltadh na Gàidhlig a' gluasad gu gabhail rithe agus far a bheil iadsan a tha a' luachadh na Gàidhlig a' lorg slighean gu ruige comais-labhairt.

## *Prògraman*

Tha coimisein shoirbheachail a' gabhail a-steach ro-innleachd cànan airson a' phrògraim taobh a-staigh Sònrachas Deasachaidh. Tha na prìomh nithean a bheir buaidh air a' phoileasaidh cànan airson gach prògram/sreath mar a leanas:

- Luchd-amhairc air a bheilear ag amas
- Gnè a' phrògraim
- Àite sa chlàr-ama
- Prìomh thàlant
- Luchd-com-pàirt sa phrògram

Com-pàirteachas cànan agus bun-tùs luchd-com-pàirt prògraman BBC ALBA - tha BBC ALBA ag aithneachadh trì prìomh bhuidhnean de luchd-amhairc airson a chuid prògraman.

**CRIDHE GÀIDHLIG:** Prògraman airson luchd-amhairc a tha a' bruidhinn Gàidhlig. Bu chòir na prògraman seo a bhith a' cleachdadh na ghabhas de dhaoine a tha cofhurtaile agus fileanta sa Ghàidhlig, le fileantachd sa Ghàidhlig a' gabhail prìomhachas thairis air nì sam bith eile. Bidh susbaint bho na h-eileanan gu làidir air an t-seòrsa prògram seo ach, san aon dòigh 's a tha susbaint Radio nan Gàidheal, dh'fhaodadh deasachadh a' phrògraim a bhith nàiseanta no eadar-nàiseanta. Eisimpleirean leithid prògraman naidheachd mar 'An Là', dràma leithid 'Bannan', prògraman aithriseach leithid 'Sùlaisgeir: An t-Sealg', creideamh mar 'Alleluia' agus prògraman dibhearsain leithid 'FUNC'.



**GÀIDHLIG LE CO-FHAIREACHDAINN NÀISEANTA:** Prògraman aig a bheil ceangal riochdachaidh làidir ri luchd-labhairt na Gàidhlig no cultar na Gàidhlig, ach le co-fhaireachdainn nàiseanta aig susbaint nam prògraman agus mar sin cuideachd ag amas orrasan aig nach eil a' Ghàidhlig. Bidh cuspairean anns na prògraman seo anns am biodh ùidh aig daoine gu nàiseanta ach a bhios air an treòrachadh leothas an a tha fileanta sa Ghàidhlig agus aig a bheil inbhe gu nàiseanta. Eisimpleirean mar 'Trusadh - Pride/Bogha Frois' no an t-sreath litreachais, 'Sàr-Sgeòil'.

**NÀISEANTA:** Prògraman a bu chòir a bhith tarraingeach do luchd-amhairc gu nàiseanta agus nach eil air an cuingalachadh cus le ruigsinneachd air sgàth chnapan-starra. Bu chòir am prògramadh seo a bhith ag amas air na tobraichean-eòlais as fheàrr gu nàiseanta airson sgeulachd, gun umhail do chànan no dualchas. Bu chòir luchd-com-pàirt a bhith a' riochdachadh Alba air fad agus chan e a-mhàin luchd-labhairt na Gàidhlig no luchd-ionnsachaidh. Eisimpleirean mar 'Rose Reilly no 'The Women Who Built Glasgow City'. Nam measg cuideachd tha prògraman ciùil BBC ALBA a tha a' ruighinn luchd-amhairc air feadh Bhreatainn agus Èirinn.

Tha co-bhanntachd BBC ALBA ag iarraidh air companaidhean a tha a' frithealadh na seanail ro-innleachdan a chruthachadh a bheir freagairt air na leanas:

- An ro-innleachd cànan airson phrògraman a libhrigeadh
- Cànan obrach an riochdachaidh agus mar a thathas a' sùileachadh a bhith a' conaltradh le tàlant, luchd-com-pàirt phrògraman agus a' mhòr-shluagh
- Na h-ìrean cànan as àirde a libhrigeadh

## ***Cànain Eile***

Ann an gnè phrògraman leithid naidheachdan agus cùisean làitheil agus prògraman eile a thèid an seilbheachadh tha e iomchaidh gu nochd cànan eile. Faodar eadar-theangachadh guthan thairis no fo-thiotalan a chleachdadh mar a bhios iomchaidh san deasachadh, me bu chòir fo-thiotalan a chleachdadh airson Gàidhlig na h-Èireann seach guth-thairis.

## ***Goireasan***

'S iad luchd-labhairt agus luchd-ionnsachaidh na Gàidhlig a tha sa phrìomh àite a thaobh a bhith a' coimhead phrògraman BBC ALBA agus feumar cainnt a chleachdadh a tha mar sgàthan air a' chànan a thathas a' cleachdadh ann an coimhearsnachdan an latha an-diugh le sean is òg agus an dà chuid le fileantaich is luchd-ionnsachaidh. Tha iomadh goireas cànan feumail ri fhaotainn aig [www.learn Gaelic.scot](http://www.learn Gaelic.scot) nam measg faclairean, co-fhaclairean, cuideachadh le gràmar agus Gnàthachas Litreachaidh na Gàidhlig (a bu chòir a leantainn mur eil adhbhar mhath ann a thaobh deasachaidh airson seann litreachadh a chleachdadh). Thathas ag iarraidh air riochdairean a bhith faiceallach a thaobh a bhith a' cleachdadh ghoireasan leithid fhaclairean gu sònraichte a thaobh brìgh fhaclan agus an co-theacsa san tèid an cleachdadh.

## ***Taic***



Tha e follaiseach agus aithnichte do mhòran a tha a' solarachadh BBC ALBA gu bheil taic agus eòlas a dh'fheumaidh gu sònraichte a thaobh comasan sgrìobhaidh agus labhairt na Gàidhlig. 'S e sgilean bunaiteach a tha seo a bu chòir a bhith air an leasachadh mar phàirt de thrèanadh agus cùrsaichean a thèid a thabhanntaobh a-staigh a' ghnìomhachais agus tha MG ALBA a' libhrigeadh taic de 100% airson trèanadh Gàidhlig airson solaraichean BBC ALBA. Cuidichidh co-obrachadh le buidhnean-trèanaidh, cùrsaichean mheadhanan agus cùrsaichean cànan le fuasglaidhean mu choinneimh beàrnan sgilean agus rè ùine dh'fhaodadh an adhartas sin fhaicinn ann am misneachd dhaoine agus barrachd cinnt gum bi ìre phrògraman air a ghleidheadh agus air a leasachadh.



# Gaelic Language Guidelines

## MG ALBA/BBC ALBA

The BBC ALBA partnership delivers a cross-media offering which includes BBC ALBA, Radio nan Gàidheal and [www.bbc.co.uk/alba](http://www.bbc.co.uk/alba) each offering complementary content and resources. All services are delivered through the medium of the Gaelic language. The BBC ALBA's linear channel content is also available on BBC iPlayer, and selected clips are available on BBC ALBA's Twitter, Facebook, Instagram and YouTube.

### *Remit*

BBC ALBA aims to serve Gaelic speakers, those learning the language, those that might wish to learn, and those interested in the language and culture.

It aims to reflect and support Gaelic culture, identity and heritage.

In addressing its remit BBC ALBA operates a programme strategy which seeks to serve:

- Existing Gaelic speakers and learners - by providing a credible and relevant service
- Non-Gaelic speakers - by providing useful content which acts as a door to Gaelic to audiences and communities of interest across Scotland and the rest of the UK

BBC ALBA also aims to:

- Help attract new speakers to the language
- Raise the positive profile of Gaelic throughout the UK by offering attractive content to audiences who might otherwise see little relevance or value in the language
- Offer an international perspective involving other languages and cultures

### *Language Strategy*

BBC ALBA situates Gaelic in contexts where non-speakers may come across the language in contexts not obviously linked to traditional Gaelic culture. Gaelic awareness is an



important part of the growth of new audiences who may not be fluent in the language but are willing to support initiatives which aim to create the conditions where Gaelic can grow and flourish.

By placing Gaelic within a mainstream Scottish context the general population begins to see Gaelic as a 'normal' part of life in Scotland. It is hoped that through time this will have an incremental, positive impact with more speakers attracted to the language.

As such one of the roles of Gaelic media is to build AWARENESS of Gaelic throughout Scotland. It does this through Gaelic programmes whose subject matter is of interest and accessible to non- Gaelic speakers. A second role of Gaelic media is to build STATUS, and having Gaelic as a successful, national multiplatform content brand assists. Awareness and status are aids to NORMALISATION, whereby Gaelic aims to be recognised as part of mainstream Scottish life. Finally, Gaelic media content should support ADOPTION, whereby rejection becomes acceptance and valuers of Gaelic find routes to becoming speakers of Gaelic.

## *Programmes*

A successful commission includes a language strategy for the programme within the Commissioning Specification. The main factors which will impact on the language policy for each programme / series are as follows:

- Target audience
- Programme genre
- Schedule Slot
- Key talent
- Programme contributors

Language contributions and provenance of contributors for BBC ALBA programming - BBC ALBA recognises three main target audiences for its programming.

**CORE GAELIC:** Programming for the core Gaelic-speaking audience. This programming should include as many contributors as possible who are comfortably fluent in Gaelic, fluency in Gaelic taking precedence over other factors. Hebridean content will often be very strong in this programming but, in the same way as Radio nan Gàidheal content, the editorial scope may be national or international. Examples include news programming like 'An Là', drama like 'Bannan', documentaries like 'Sùlaisgeir: An t-Sealg', religion like 'Alleluia' and comedy like 'FUNC'.

**GAELIC WITH NATIONAL RESONANCE:** Programming which has a strong production tie to Gaelic speakers or Gaelic culture but the content of which also has national resonance and thus is also targeting non-Gaelic speakers. This programming will have themes which resonate nationally but which will be led by fluent Gaelic speakers who have some



national profile. Examples include 'Trusadh - Pride/Bogha Frois' or the Scottish literary series, 'Sàr-Sgeòil'.

**NATIONAL:** Programming which should appeal to national audiences and which is not over-encumbered by barriers to access. This programming should aim to get to the best available national sources for its storytelling, regardless of language and heritage. Contributors should reflect all of Scotland and consciously should not be solely Gaelic speakers or learners. Examples include 'Rose Reilly' or 'The Women Who Built Glasgow City'. Examples also include some of BBC ALBA's music output, which reaches audiences throughout Britain and Ireland.

The BBC ALBA partnership asks companies supplying to the channel to consider and formulate strategies to address:

- The delivery of the agreed programme language strategy
- The working language of the production and how it intends to communicate with talent,

programme contributors and the general public

- The delivery of the highest possible linguistic standards

### ***Other Languages***

In programmes genres such as news and current affairs and acquired programmes it is appropriate that other languages feature. Voice over translation or subtitles can be provided as editorially appropriate e.g. Irish Gaelic should be considered for subtitling rather than voice-over.

### ***Resources***

Gaelic speakers and learners are the core consumers of BBC ALBA programmes and the language used must reflect the language which is spoken in communities today by old and young, by native speaker and learner alike. There are many useful language resources at [www.learnghaelic.scot](http://www.learnghaelic.scot) including dictionaries, thesaurus, guidance on grammar and the Gaelic Orthographic Conventions (which should be followed at all times unless historic spellings are editorially justified). Producers are asked to remember when using any dictionary or translation resource that care needs to be taken with regard to the meaning of words and the context in which they will be used.

### ***Support***

It is apparent and recognised within many companies supplying BBC ALBA that support and expertise is generally required with written and spoken Gaelic. These are core skills which should be developed as part of industry courses and training and MG ALBA provides 100% assistance with Gaelic language training for BBC ALBA suppliers. Collaboration with training bodies, media courses, and language courses will help address any skills gaps which can, through time, improve confidence and ensure the quality of output is maintained and enhanced.



