

# Contents

Contributors viii

Preface xi

*Elin Haf Gruffydd Jones*

Introduction: Ethnic/Linguistic Minority Media – What their History Reveals, How Scholars have Studied them and What We might Ask Next 1

*Donald R. Browne and Enrique Uribe-Jongbloed*

## **Part 1: Theoretical Debates on Convergence and Minority Languages**

1 Minority Language Media Studies and Communication for Social Change: Dialogue between Europe and Latin America 31  
*Enrique Uribe-Jongbloed*

2 Towards Ethnolinguistic Identity Gratifications 47  
*László Vincze and Tom Moring*

3 Minority Language Media, Convergence Culture and the Indices of Linguistic Vitality 58  
*Elin Haf Gruffydd Jones*

## **Part 2: Web 2.0, Social Networking Sites and Minority Languages**

4 Investigating the Differential Use of Welsh in Young Speakers' Social Networks: A Comparison of Communication in Face-to-Face Settings, in Electronic Texts and on Social Networking Sites 75  
*Daniel Cunliffe, Delyth Morris and Cynog Prys*

5	Luxembourgish on Facebook: Language Ideologies and Writing Strategies <i>Melanie Wagner</i>	87
6	Audience Design and Communication Accommodation Theory: Use of Twitter by Welsh–English Biliterates <i>Ian Johnson</i>	99
7	Kashubian and Modern Media: The Influence of New Technologies on Endangered Languages <i>Nicole Dołowy-Rybińska</i>	119
8	The Welsh Language on YouTube: Initial Observations <i>Daniel Cunliffe and Rhodri ap Dyfrig</i>	130
9	Learning Communities Mediated through Technology: Pedagogic Opportunities for Minority Languages <i>Niall Mac Uidhilin</i>	146
10	Enhancing Linguistic Diversity through Collaborative Translation: TraduXio, an Open Source Platform for Multilingual Workflow Management in Media <i>Philippe Lacour, Any Freitas, Aurélien Bénel, Franck Eyraud and Diana Zambon</i>	159
11	Experiences of Audience Interaction by BBC Network Radio Producers: Implications for Endangered Language Media <i>Philippa Law</i>	173

### **Part 3: Media Convergence and Creative Industries**

12	Towards a Template for a Linguistic Policy for Minority Language Broadcasters <i>Eithne O'Connell</i>	187
13	Legislating the Language of Cinema: Developments in Catalonia <i>Júlia Cordonet and David Forniès</i>	202

14	The Contribution of BBC ALBA to Gaelic: A Social and Economic Review	212
	<i>Douglas Chalmers, Mike Danson, Alison Lang and Lindsay Milligan</i>	
15	Multilingual Practice of the EITB Group and its TV Provision for Teenagers	224
	<i>Amaia Pavón and Aitor Zuberogoitia</i>	
16	Tell a Song/Waiata Mai/Abair Amhrán: Singing Out	237
	<i>Ruth Lysaght</i>	
17	Languages: Obstacles and Brand Values in the Age of Media Convergence	246
	<i>Bea Narbaiza, Josu Amezaga, Edorta Arana and Patxi Azpillaga</i>	
	Concluding Remarks: Towards an Understanding of Media Impact on Minority Language Use	255
	<i>Mike Cormack</i>	
	Index	266