



Dà Ghuth, Aon Bhrath **Two Voices, One Message**

Inbhir Nis 2008 Inverness

An Suidheachadh Reachdail **The Statutory Position**



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Bòrd na Gàidhlig

Achd na Gàidhlig

Gaelic Language (Scotland) Act 2005

- ▶ **Bòrd na Gàidhlig**
- ▶ **secure official status & equal respect**
- ▶ **promote Gaelic use, education, culture**
- ▶ **Charter for Regional or Minority Languages**
- ▶ **Gaelic language plans & Guidance**
- ▶ **National Plan for Gaelic**

The Gaelic Act

Bòrd na Gàidhlig

Amasan Nàiseanta

The use of Gaelic in signage can greatly enhance the visibility of Gaelic and makes an important statement about the status of the language. Developing the use of Gaelic through signage can also enrich the vocabulary of Gaelic users and contribute to the development of the language.

Guidance p22

An increased presence of Gaelic in signage and audible discourse confirms not only that Gaelic is intimately linked to Scottish heritage & geography but also that Gaelic is a feature of contemporary Scottish public life.

National Plan p33

National Aims

Bòrd na Gàidhlig

Spèis Cho-ionann

Positive statement about the value & worth of Gaelic, recognising

- ❖ users aspire to use Gaelic as normally as possible in their lives
- ❖ should be a generosity of spirit towards Gaelic across Scotland
- ❖ should be no lack of respect at an individual or corporate level
- ❖ the differing use of Gaelic across Scotland, with flexibility

Guidance p14

Equal Respect

Bòrd na Gàidhlig

Carson

What are we trying to achieve?

Visibility & Respect ► Status & Use

For whom?

Speakers & Non-users, Learners & Young

How do we judge success?

Awareness & Normalisation

Why

Bòrd na Gàidhlig

Carson, Cuine

What are the practical constraints?
Design, Text, Translators

What are the cultural constraints?
Remote from Gaelic heritage

What are the solutions & opportunities?
Text distinction, Design guidance, Network

Why, When

Bòrd na Gàidhlig

Carson, Cuine, Ciamar

What is design best-practice?
Equal but Different

What is translation best-practice?
Free but Bound

What are the pitfalls?
Lengthy & Uninformed text, Authenticity

Why, When, How

Bòrd na Gàidhlig