



Failt erriu dys Gaelg Vio -Welcome to living Manx

Gaelg as Dellal – Manx and Business

It's always good to begin with some good news and in this respect a big **gura mie ayd** goes out to **John Shakespeare** at the **Strand Shopping Centre** in Douglas who is supporting the language with some new **No Smoking – Jaaghey Meelowit** signs that are now visible on the entrance to the Centre.



John is an enthusiastic supporter of all things Manx and was keen to promote the language. John commented that,

One of our goals is to try and make the centre more reflective of our local Manx identity. We have tried to do this by incorporating the three legs in our new logo, recognising important Manx dates like Tynwald Day by displaying Manx Flags and of course we are about to feature Hop-Tu-Naa. We have also

been working closely with Adrian to look at ways of promoting the Manx language throughout the centre. We are used to seeing the Manx Language on road signs and on the buses but seeing Manx in unusual places hopefully makes a lasting impression. The first signs we have put at the entrances are No Smoking which in Manx is “Jaaghey Meelowit”. So please jaaghey meelowit in The Strand Shopping Centre.

It's always good to see the language being used in innovative and exciting ways; not only does it get people thinking but it also demonstrates that the language can be used in a wide variety of contexts.

I know John canvassed some opinions from shoppers as to what language they thought the signs were in and a number of people replied **Polish!**

Obviously, we still have much work to do on the visibility front and I anticipate getting some more signage suitable for businesses developed in the run-up to the Cooish in November; details to follow, but in the meantime thanks again to all those at the **Strand Shopping Centre**.

It's great to see this excellent usage of signage, as a couple of recent developments have been a little disappointing on that front. People will be aware that the **IOM Creameries** in their recent re-branding exercise dropped **bainney** from their cartons; this was obviously frustrating from our point of view, not least because of all the publicity material we have with their previous logo on it! Co-incidentally, in a recent



Observer advertisement it was good to see that the Welsh language was used in some promotional material: there's no reason why Manx can't be used in a similar way here.

It is also very disappointing to report a reduction in the amount of Manx on the Island's buses. Previously, the language had a very prominent position on **Bus Vannin** but as a consequence of a number of complaints Manx usage has been downplayed and is now very much secondary to the English. It is still good to see the language being used in their



timetables etc but given the previous cutting edge usage of Manx on the buses this loss is very

disappointing; this is particularly the case given that the Buses operate under the **Department of Culture and Community**.

I suppose I was hoping for a more proactive usage of the language from the Department. I'm fairly certain that tourists in Ireland and Wales aren't too disoriented by the use of Irish and Welsh on buses whilst I feel we need to be a little more robust in our support for cultural identity in the Island.

Signage is important from a minority language point-of-view as it lends credibility and visibility to languages, which are often quite hidden. A notable study on bilingual signage in Wales ten years ago commented that the '*symbolic and psychological impact of bilingual signs...must not be underestimated*'. I'm not sure if people are familiar with this old advert for Welsh tourism but again it shows how the language can be used in innovative and entertaining ways to promote their identity <http://is.gd/fxBiI> If you haven't see it then it's definitely worth a watch.

Anyway, I'll continue to ramble on about how the language can be used to differentiate us from competitors, as I genuinely believe that Manx has much to offer to all who live here and not just those that speak the language.

On a final note on this front I really

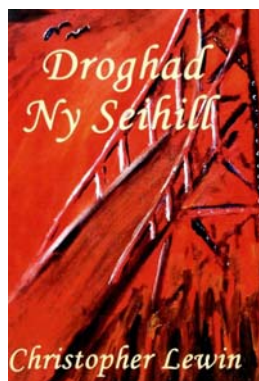


enjoyed my time proving some short introductory classes for the **Isle of Man Police Force** who now join an increasing number of organisations who are trying to

use the language in ways that are appropriate for them. In this case the aim is to get staff to use simple greetings such as **moghrey mie** and **fastyr mie** over the phone. Well done to everybody who was involved with this.

Ynsee Gaelg – Learn Manx

It's good to report a new exciting publication on the language front. **Droghad ny Seihill** is the latest work from **Chris Lewin** and is a superbly written, fast paced novel centred around Mollie Karran and the various worlds she inhabits. Chris is clearly a fantastic writer of fiction and this is a superb addition to the material now available in Manx. The book is published by **Yn Çheshaght Ghailckagh** and is in bookshops now.



It's also good to report that Manx had an excellent presence at the recent **Foundation for Endangered Languages** Conference in Wales. Even those involved with minority languages are often unaware of the great strides made by the language here; it's good that people are slowly becoming aware of the work we are doing here and the positive message it sends out to the rest of the world.

On the learners front we had some two fantastic **weekends for learners and speakers** this summer. The first was in

Ballabeg and the second weekend at Eary Cushlin.



I was very impressed by the interest and commitment of everyone who was involved; things certainly seem to be moving in the right direction on the adult language sector.

On this note **adult classes** now are beginning throughout the Island. I'll be running my usual evening and day classes whilst we will also be starting a new **beginners / post beginners class on a Thursday night in Ballabeg from 7.30** and a **lunchtime beginners' class in Douglas on a weekday**.

Both of these classes focus on spoken Manx and follow our new **Saase Jeeragh** Course for which we have just finished the first in our booklets that accompany the course. This is the first in a series of booklets which we hope to have completed by the summer and which should improve the quality of the learning experience for adults.

For information on day-time Douglas classes and evening classes in Ballaeg please contact myself on **451098**, for information on classes in St John's contact **Joan Caine on 843436** and for classes in the North contact either **Paul Salmon on 245343** or **Fiona McArdle at fmcardle@manx.net**