

# **New Digital Media and Minority Language Revitalization**

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The main aim of this project is to study and compare the language policy measures that have been implemented in the case of Basque and Scottish Gaelic in order to face the digital challenge in media. Also we want to examine the similarities and differences in the sociolinguistic criteria applied in the implementation of those policies, particularly in the case of public media, namely in the cases of the Basque broadcaster EITB and BBC Alba.

The purpose of the research is to contribute to general knowledge about the policies for language revival implemented in Western European minority languages. Moreover, we want to make a contribution to the understanding of the place media have in government revival intervention and also to knowledge about sociolinguistic criteria used in media language planning.

But the project also has applied goals. The discussion and research on the way media are facing the new communication parameters are important for any language and linguistic community, but even more necessary in the case of minority languages. Everybody agrees that in the 'network society' there are many new risks and challenges any minority language has to face. On the basis of this research, we will try to draw conclusions that will enrich that discussion and that can be useful in the application of the linguistic planning of minority languages in general, and in the case of Scottish Gaelic and Basque in particular.