

## Regional language maintenance and the importance of digital domains

Regional or minority languages can benefit greatly from being introduced into formal and official domains of use, particularly within the education system. However, over-reliance on “high” domains and “top-down” practices may lead to well-known pitfalls (e.g. Gruffudd, 2000; Hodges, 2011; Ó Riagáin, Price & Tamburelli 2016; 2019; Williams, 1992).

This presentation discusses qualitative and quantitative data on the impact of top-down minority language transmission and the growing issue of formal domain dependency in Wales. An increasing body of data shows that over-reliance on formal-domains can create detrimental perceptions towards the target language, linking it too closely to formal, ‘high’ domains and thus inhibiting its application in more informal settings that are highly relevant to adolescents.

These data highlight the need for regional and minority languages to have a strong presence in social media and other contemporary media domains relevant to youth culture, suggesting that language maintenance efforts should focus on digital media platforms as well as on the more traditional domains.

## References

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