

HITZARGIAK – Languages illuminating each other

Learn Manx - Ynsee Gaelg

GENERAL INFORMATION

DATE: 2016-01-29

1	Name	Culture Vannin
2	Language	Manx Gaelic
3	Working area (education, communication, teaching, leisure, administration...)	Promotion of Manx culture and identity
4	Email and phone number for contact	Adrian Cain adrian@culturevannin.im
5	Social networks (Webpage, Facebook, Twitter...)	Webpage: http://www.culturevannin.im/cms/ Facebook: https://www.facebook.com/culturevannin/ Twitter: https://twitter.com/culturevannin

DESCRIPTION OF GOOD PRACTICE

1	Description of the practices	<p>Launch of Manx Gaelic app (Learn Manx) on Googleplay and iStore in 2014. The App is based on our successful adult language course and is aimed at beginners and those wanting a refresher in the language. Designed to encourage learners to speak, the first ten units provide you with the basic patterns needed to start using the language with the exercises and dialogues helping students to become familiar with conversational Manx.</p> <p>The App will benefit anyone wishing to start using Manx as well as those who understand some of the language but who would like to refresh their language skills. With its voice-recording and playback function, the exercises encourage you to speak the language by answering questions orally and comparing your answers to model responses.</p> <p>The revision lessons that accompany the course use the Isle of Man TT Races as a key theme and help to develop language skills in an enjoyable and humorous way.</p>
2	Precedents (reasons, needs...)	It was felt that there was a lack of modern material available in the language and certainly no App technology. Many learners can't attend classes and so this supports those learning alone. It was also felt that an App would go some way to changing people's perceptions that the language is a thing of the past and not relevant to modern day life.
3	Objectives	The key objectives were to raise the profile of the language, change perspectives and provide a quality learning resource.



4	Main and close working areas	
5	Collaborating entities and their working areas	Chloe Woolley works with Manx music at Culture Vannin chloe@culturevannin.im
6	Implementation period	2014-Today

FILE FOR MORE INFORMATION ABOUT BEST PRACTICES		
8	Expansion (number of influenced people, internal and external expansion...)	Given the number of downloads it has certainly reached a new audience whilst we have developed a Facebook Page [https://www.facebook.com/LearnManx/?ref=hl] on the back of its success which has now over 2000 likes.
9	Investment (economic, time, people...)	The total cost was £9,000 of which £6,000 came from SURE IOM. There was considerable input regards time as part of my work.
10	Results	The App has received over 10,000 downloads and was shortlisted for an award at the Celtic Media Festival. It has allowed many more people to engage with the language and has supported learners in their work.
11	Documentation, reference material	
12	Presentation video	https://www.youtube.com/user/gaelg https://vimeo.com/86426155
13	Other relevant information	Manx Gaelic spoken in Isle of Man. Approx 1700 speakers. Manx Medium School (Bunscoill Ghaelgagh) has 71 students from ages of 5-11 https://www2.sch.im/groups/bunscoillghaelgagh/ Over 1000 children learn some Manx in other schools: https://www2.sch.im/groups/manxlanguage/ Advice/Keys to success: For minority languages with few resources it's important to prioritise. In providing such a resource you have to be clear in what your expected outcomes are. New technology does allow you to engage a new audience and change perspectives and the advantage of this App was that it could do both of these whilst also providing a useful learning resource.