

## Patrons

### Ian Anderson

Flautist, singer and composer with the band Jethro Tull

### Linard Bardill

Songwriter and author, Scharàns (Grisons)

### Dr Bernard Cathomas

Director Pro Helvetia

### Máire Ní Chochláin TD

Minister of State at the Department of Arts, Heritage, Gaeltacht and the Islands

### Anna-Alice Dazzi Gross

Member of the Committee of Experts of the European Charter for Regional or Minority Languages (Council of Europe)

### Jost Falett

President, Lia Rumantscha

### His Excellency Christopher Hulse CMC

British Ambassador to Switzerland

### Claudio Lardi

Cantonal Minister for Education and Culture, Grisons

### Iain MacDonald

Musician in Residence at Sabhal Mòr Ostaig

### Michael McGimpsey MLA

Minister of Culture, Arts and Leisure in Northern Ireland

### Alasdair Morrison MSP

Minister for Gaelic in the Scottish Executive

### Donnie Munro

Musician, songwriter and former lead-singer with the Scottish band Runrig

### His Excellency Bruno Spinner

Swiss Ambassador to the United Kingdom

### Dr David Streiff

Director Federal Office of Culture

### Chasper Stupan

Director Radio e Televisiun Rumantscha

### Brian Wilson MP

## Mentors

### Donnie Munro

Musician, songwriter and former lead-singer with the Scottish band Runrig

### Robert Grossmann

Swiss-American Rumantsch-speaking guitarist and lute player

### Eric Cloughley

Scottish musician, singer and producer

## Promoting lesser-used languages through contemporary popular music

## Background

In the European context there is a whole range of languages which are under threat of marginalisation or even extinction. A major reason for this is that very often these languages have little or no attraction for young people. The main problem is that the domains in which these languages were spoken have either disappeared or lost importance in young people's lives. With this consideration in mind it seemed sensible to promote such minority or lesser-used languages as they are in more immediate need of promotion within the framework of a European programme aimed at raising language awareness.

Even though more is being done for the maintenance of lesser-used languages today, efforts predominantly focus on folk art and literature while other, potentially more attractive areas for young speakers, are not being promoted as vigorously as they could be. One such area is contemporary popular music such as rock'n'roll, pop, rap, hip-hop and forms of world music. If lesser-used languages could be shown to be suitable for such forms of popular music, two major obstacles might be overcome: firstly, the still widespread stigma of backwardness and, secondly, the perception of cultural élitism, which can be a result of a focus on literature and folk art in language maintenance.

This project therefore brings together a small number of young musicians and singers from lesser-used language areas, Scotland and Ireland (Gaelic) and Rumantsch-speaking areas of Switzerland in order for them to exchange ideas and experiences and to play music together. They will be accompanied by mentors, who are well-known musicians committed to the promotion of Gaelic and Rumantsch.

## Aims of the project

- ★ To promote an increased awareness of the importance and usefulness of Rumantsch and Gaelic for the expression of contemporary concerns in a contemporary artistic form.
- ★ To produce a CD which reflects the work of the young artists and the fruits of their co-operation.
- ★ To produce at least two live concerts.
- ★ To set up a web site with audio links which will be updated daily during the two weeks.

**Partner organisations** The Swiss partners are GiuRu, the youth wing of the Lia Rumantscha, the Lia Rumantscha and the Canton of Grisons. The Gaelic partner is the Columba Initiative, which will also bring young Gaelic speakers from the Republic of Ireland and Northern Ireland into the project.

## Information

For more information, please contact:

**Caroline Morrissey**, Director  
**Johanna Bucher**, Projects and Seminars

The British Council  
Sennweg 2  
PO Box 532  
3000 Berne 9  
Switzerland

caroline.morrissey@britishcouncil.ch  
johanna.bucher@britishcouncil.ch

Telephone 0041 31 301 14 73

**Domhnall Angaidh MacIlinnein**  
Scottish project officer

The Columba Initiative  
Sabhal Mòr Ostaig  
Slèite  
An t-Eilean Sgitheanach  
IV44 8RQ

sm00dam@groupwise.uhi.ac.uk

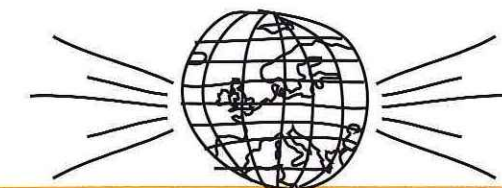
Telephone 0044 (0) 1471 888590



[www.aliveandrocking.org](http://www.aliveandrocking.org)

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# Alive and Rocking Viver e far Vibrar Beò is Beòthail Beo Bríomhar

Promoting lesser-used languages through contemporary popular music

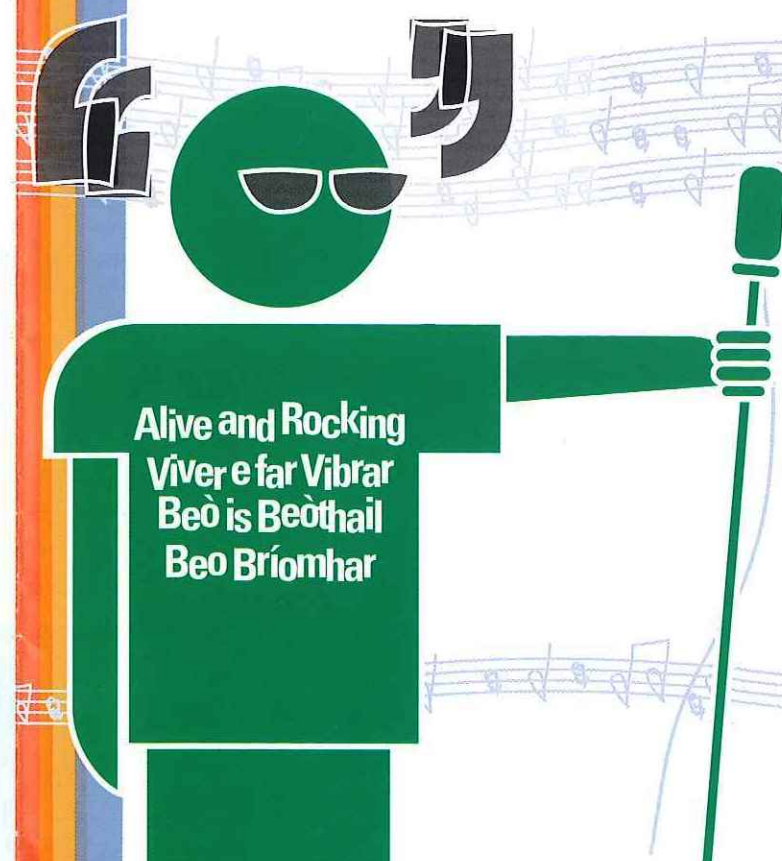
Promoziun da linguas main derasadas tras musica da rock e pop moderna

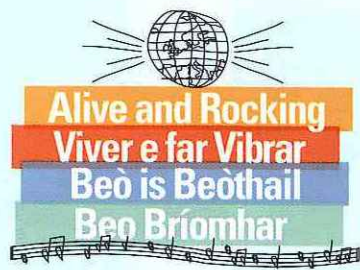
Ag tògàil ar mhiontheangacha tri cheol an lae inniu

A' togail air mion-chànain tro cheòl an làtha an-diùgh

**21 July – 5 August 2001**

A British Council Switzerland European Year of Languages project





*“Some football supporters could learn a thing or two from the perfect combination shown by the Gaelic/Rumantsch Music Project where the pride of a nation's culture meets its counterpart, not in a competitive, aggressive statement but in the warm and invitational glow of being and learning together.”*

**Ian Anderson**  
Flautist, singer and composer  
with the band Jethro Tull

Alive and Rocking  
Viver e far Vibrar  
Beò is Beòthail  
Beò Brìomhar

## Promoziun da linguas main derasadas tras musica da rock e pop moderna

### Infurmaziuns da basa

En l'Europa datti ina gronda paletta da linguas ch'èn marginalisadas u schizunt en privel da svanir. Ina raschun impurtanta è che questas linguas n'èn strusch u insomma betg pli attractivas per la gliעד giuvna. Las domenas che questas linguas occupavan pli baud èn u scumparidas u han pers impurtanza en la vita da la giuventetgna. En consideraziun da quest fatg parevi raschunavel da promover talas linguas minoritaras u main derasadas, damai ch'ellas han basegn da la promoziun en il rom d'in program europeic cun la finamira d'augmentar la conscienza per la lingua.

Malgrà ch'ins fa oz dapli per las linguas main derasadas, sa concentreschan las stentas per gronda part sin l'art popular e sin la litteratura. Champs che fissan pli attractivs per ils pledaders giuvens na vegnan betg promovids uschè energicamain sco necessari. In tal champ represchentan tscherts geners da musica contemporanea sco il rock'n'roll, la musica da pop, il rap, il hip-hop e furmas da la musica mundiala. Sch'ins pudess mussar che linguas main derasadas s'adattan a talas furmas da musica, vegniss ins forsa da surmuntar dus impediments principals: primo il stigma dal retard e secundo la percepziun da l'elitissem cultural, il qual po esser il resultat d'ina concentraziun sin la litteratura e l'art popular per mantegnair la lingua.

Quest project propona perquai da reunir in pitschen dumber da musicists e chantadurs giuvens da regions cun linguas main derasadas – da la Scozia, da l'Irlanda (gaelic) e da la Svizra rumantscha – per barattar ideas ed experientschas e per far musica ensemen. Els vegnan a vegnir accumpagnads da menturs ch'èn musicists professiunals ed attaschads a la promoziun dal gaelic e dal rumantsch.

### Las finamiras dal project

- ★ Promover la conscienza per l'impurtanza e l'utilità dal rumantsch e dal gaelic ed exprimer interess contemporans tras ina furma artistica contemporanea.
- ★ Realisar in disc compact che reflectescha la lavur dals artists giuvens ed ils fritgs da lur cooperaziun.
- ★ Far almain dus concerts directs.
- ★ Endrizzar ina pagina web cun links acustics che vegn actualisada mintga di durant questas duas emnas.

**Organisaziuns partenarias** Ils partenaris svizzers èn la Giuventetgna rumantscha (GiuRu), la Lia Rumantscha ed il chantun Grischun. Il partenari gaelic è l'Iniziativa Columba che integrescha en il project er giuvenils da lingua gaelica da l'Irlanda e l'Irlanda dal nord.

## Ag tógail ar mhiontheangacha trí cheol an lae inniú.

### Cúlra

I gcomhthéacs na hEorpa tá réimse leathan teangacha i mbaol a n-imeallaithe nó fiú i mbaol a n-éaga. An chúis is mó a bhaineann leis sin ná gur beag an tarraingt a bhaineann leis na teangacha sin do dhaoine óga má bhíonn tarraingt ar bith acu. Is í an phríomhfhadhb atá ann ná nach bhfuil na fearannais ina labhraí na teangacha sin ann a thuilleadh nó go bhfuil an tábhacht a bhaineadh leo imithe ó shaol na ndaoine óga. Agus an méid seo á chur san áireamh againn mheasamar go raibh ciall ag baint le mionteangacha nó teangacha neamhfhorleathana a chur chun cinn de bharr go bhfuil níos mó gá lena gcur chun cinn i gCreat Cláir Eorpaigh atá dírithe ar eolas faoi theangacha a mhéadú.

Cé go bhfuil níos mó á dhéanamh ar mhaithe le teangacha neamhfhorleathana a chothú, díríonn na hiarrachtaí sin go príomha ar ealaín na ndaoine agus ar litríocht, réimsí a mbaineadh níos mó tarraingteachta leo do chainteoirí óga, ach níl cur chun cinn á dhéanamh orthu mar ba cheart. Ar cheann de na réimsí sin tá popcheol comhaimseartha ar nós 'rock 'n' roll', 'pop', 'rap', 'hip-hop' agus foirmeacha eile de cheol domhanda. Dá mb'fhéidir a léiriú go bhfuil teangacha neamhfhorleathana oiriúnach d'fhoirmeacha ceoil den sórt sin, d'fhéadfaí dhá chonstac mhóra a shárú: ar an gcéad dul síos, an stiogma forleathan a mhaireann fós maidir le bheith tuatach agus ar an dara dul síos an dearcadh maidir le hardnósacht cultúir, a d'fhéadfadh a bheith ann de bharr díriú ar litríocht agus ar ealaín na ndaoine i gcothú teanga.

Tá sé beartaithe ag an tionscadal seo dá bhrí sin líon beag ceoltóirí agus amhránaithe óga ó cheantair ina labhartar teangacha neamhfhorleathana, eadhon Albain agus Éire (Gàidhlig/Gaeilge) agus ceantair san Eilbheis ina labhartar Rumantscha chun gur féidir leo tuairimí agus taithí a mhalartú agus ceol a chasadh le chéile. Beidh comhairleoirí ina gcuideachta, a bhfuil aithne mhaith orthu mar cheoltóirí atá tiomanta do chur chun cinn na Gaeilge agus Rumantscha.

### Aidhmeanna an tionscadail

- ★ Feasacht mhéadaithe a chur chun cinn maidir le tábhacht agus úsáid Rumantscha agus Gaeilge chun ábhair inní comhaimseartha a chur in iúl i mbealach ealaíonta comhaimseartha.
- ★ Dlúthdhiosca a dhéanamh a léiríonn saothar na n-ealaíontóirí óga agus toradh a gcuid comhoibrithe.
- ★ Dhá cheolchoirm bheo ar a laghad a chur ar bun.
- ★ q Láithreán líonra le nascanna éisteachta a bhunú a thabharfar cothrom le dáta go laethúil i rith na coicíse.

**Eagraíochtaí Páirtnéara** Is iad GiuRu, eite óg de chuid Lia Rumantscha, an Lia Rumantscha agus Canton Grisons na páirtnéirí Eilbheiseacha. Is é Iomairt Cholm Cille an páirtnéirí Gaelach, a thabharfaidh cainteoirí óga Gaeilge ó Phoblacht na hÉireann agus ó Thuaisceart Éireann isteach sa tionscadal.

## A' togail air mion-chànain tro cheòl an làtha an-diùgh

### Fiosrachadh

Air feadh na Roinn-Eorpa san làtha an-diùgh, tha tòrr mion-chànain a' crìonadh no ann an cunnart a dhol a-mach a bith. 'S e aon adhbhar nach eil na cànanain seo air am meas tarraingneach leis an òigridh seach gun do chàillear tòrr dhe na suidheachaidhean far an robh a' chànan air a chleachdadh no nach eil iad a-nis a' bualadh air dòigh-beatha òigridh an làtha an-diùgh. Le seo a' tachairt, tha e ciallach gum bi oidhirp air a dhèanamh suidheachadh nam mion-chànain seo a neartachadh taobh a-staigh sgeama Eorpach tha ag amas air ùidh a' mhòr-shluaigh ann an cùisean chànanain a thogail, seach gu bheil cruaidh fheum aig a leithid de mhion-chànain air am brosnachadh.

Ged a tha tòrr a' tachairt sa làtha th' ann gus suidheachadh nam mion-chànain a neartachadh, tha mhòr-chuid den obair a' bualadh air litreachas agus na h-ealain traidiseanta agus gun an uimhir 's as urrainn air a dhèanamh gus brosnachadh a thoirt do roinnean a dh' fhaodadh a bhith nas tarraingniche do luchd-labhairt òga. 'S e fear de na roinnean seo ceòl an làtha an-diùgh mar ceòl rock'n'roll, pop, rap, hip-hop agus world music. Ma thèid mion-chànain an cleachdadh airson diofar seòrsaichean ceòl an làtha an-diùgh a chruthachadh, nì seo feum ann a bhith a' cur às den ìomhaigh gu bheil a leithid de mhion-chànain seann-fhasanta no nach eil iad ach a' bualadh air beatha pàirt bheag den t-sluaigh le obair leasachaidh na mion-chànain a' tachairt sa chumantas tro litreachais agus na h-ealain.

Tha am pròiseact seo, ma-thà, ag amas air buidheann beag de chluicheadaran-ciùil òga a thoirt còmhla a bhios a' riochdachadh nan sgìrean Gàidhlig an Eirinn agus an Albainn agus na sgìrean Rumantsch san Eilbheis gus ceòl a chluich còmhla agus càirdeas a thogail eatorra. Bidh iad air an stiùireadh le dithis luchd-ciùil ìomraiteach a tha cuideachd gu mòr a-sàs ann an obair leasachaidh nan cànanain Gàidhlig agus Rumantsch.

### Prìomh amasan a' phròiseict

- ★ Airson aire a' mhòr-shluaigh a thogail air mar a tha na cànanain Gàidhlig agus Rumantsch feumail agus cudromach ann a bhith a' beachdachadh air cùisean an làtha an-diùgh tro cheòl an làtha an-diùgh.
- ★ Airson CD a chruthachadh a bhios a' toirt fianais do sgìlean-ciùil nan daoine òga agus mar a dh' obraich iad còmhla ri chèile.
- ★ Airson co-dhiùbh dà chuirme-chiùil air beulaibh luchd-èisteachd a chumail.
- ★ Airson làrach a chruthachadh air an eadar-lìn le fuaim còmhraidh agus ciùil a bhios air ùrachadh gach làtha tron colla-deug a bhios na daoine òga còmhla.

**Buidheann a' cumail taic ris a' phròiseact** 'S iad na buidheann san Eilbheis a tha a' cumail taic ris a' phròiseact GiuRu, an earrann òigridh den bhuidheann Lia Rumantscha; an Lia Rumantscha fhèin; agus a' Chanton Grisons. 'S e Iomairt Chalum Chille am buidheann a bhios a riochdachadh luchd na Gàidhlig an Albainn agus a bhios cuideachd a' tarraing daoine òga le Gaeilge à Eirinn a Tuath agus à Poblachd na h-Éireann a-steach dhan phròiseact.