

The School of Arts, Culture and Language (Bangor University), supported by the ESRC Doctoral Training Partnership for Wales (Wales DTP), and in collaboration with Gwynedd Council, invites applications for funded PhD study in the Bilingualism Pathway, commencing in October 2022, on the topic of

### **Minority language revitalisation: The use of Welsh in a public-service context**

Why is it so hard to save a threatened language? One simple answer is that majority languages continue to be reinforced wherever people avoid using the minority language unless they are certain that their addressee will understand them. In Wales, the Government aims to break this principle through its 'Cymraeg 2050' strategy, and the public sector contributes by consistently offering Welsh-language services (alongside English). In practice, however, these are frequently ignored, hampering efforts to revitalise the Welsh language. In this project we will aim to identify systematic reasons for this reluctance, using Gwynedd Council as a representative case study located in an area characterised by high sociolinguistic diversity.

Standard (socio-)linguistic methodologies including surveys, interviews, observation, and discourse analysis (with Cognitive Discourse Analysis addressing ways of thinking; Tenbrink 2020) will be used to address relevant questions such as: Are Welsh-medium services sufficiently visible to raise awareness? How do proficient Welsh-speaking customers respond to Welsh-learning staff? How do non-Welsh speakers react to Welsh-medium services in English-dominated areas? What is the role of local dialects in spoken public-service communication contexts? How does the channel (online or in-person) affect choice of language? Which factors determine preferences for digital or printed Welsh- or English-medium communications? What are the effects of low or high formality levels? The resulting insights will be collaboratively translated into policy recommendations for increasing the effects of minority-language revitalisation endeavours, within the Council and beyond.

Applications are invited from exceptional candidates with a first class or strong upper second class honours degree, or appropriate Master's degree. Both the University and the ESRC Wales DTP value diversity and equality at all levels and we encourage applications from all sections of the community, irrespective of age, disability, sex, gender identity, marital or civil partnership status, pregnancy or maternity, race, religion or belief and sexual orientation. In line with our commitment to supporting and promoting equality, diversity and inclusion, and to increase recruitment of currently underrepresented groups, applications from Black British, Asian British, minority ethnicity British and mixed race British candidates are particularly encouraged and welcomed. We welcome applications for both full and part-time study, and studentships are available as either '1+3' (i.e. one full time year of research training Masters followed by three years of full-time Doctoral study,

or the part-time equivalent), or '+3' (i.e. three years of full-time doctoral study or its part-time equivalent), depending on the needs of the applicant.

The student will be co-supervised by Dr Thora Tenbrink (Professor of Linguistics, School of Arts, Culture and Language) and Dr Lowri Angharad Hughes (Head of Policy and Development, Canolfan Bedwyr), in close collaboration with key representatives of Gwynedd Council.

Applications are welcomed by 4 February 2022 (12:00pm GMT).

With a collaborative award of this kind, applicants need to take careful consideration of the working title and description of the project, and may wish to contact Prof Thora Tenbrink [t.tenbrink@bangor.ac.uk](mailto:t.tenbrink@bangor.ac.uk) for a discussion prior to applying.

### **WHAT THE STUDENTSHIP WILL COVER**

Studentship Awards commence in October 2022 and will cover your tuition fees as well as a maintenance grant (currently £15,609p.a. for 2021/22 for full-time students, updated each year); and includes access to an additional Research Training Support Grant (RTSG), though an element of this latter fund may be 'pooled' and require separate applications from 2022 onwards. There are other opportunities and benefits available to studentship holders, including an overseas fieldwork allowance (if applicable), internship opportunities, overseas institutional visits and other small grants.

### **ELIGIBILITY**

ESRC studentships are highly competitive, candidates should have an excellent academic background in the social sciences, holding a 1<sup>st</sup> or strong upper 2<sup>nd</sup> class degree; applications from those also holding a relevant research training Masters degree (or an equivalent background in research training) will be considered for a +3 award. Wales DTP studentships are available to both home and international (including EU and EEA) students. All applicants will be eligible for a full award consisting of a maintenance stipend and payment of tuition fees at the UK research organisation rate. Applicants must satisfy studentship eligibility requirements. For further details see the [UKRI web site](#). Successful international student applicants will receive a fully-funded Wales DTP studentship and will not be charged the fees difference between the UK and international rate.

### **1+3 OR +3?**

With exception of studentships in the Economics pathway, awards are available on either a 1+3 or +3 basis. A 1+3 studentship provides funding for four years (or part-time equivalent), completing a research training Masters in the 1st year, followed by 3 years research funding

for a PhD. A +3 studentship provides funding for the three years PhD research study only (or part-time equivalent).

## **ASSESSMENT**

The closing deadline for applications is 12.00pm GMT on Friday 4th February 2022. Short-listed applicants will be invited to interview, which are expected to take place in late February/early March 2022. After interview, a final short-list of applicants will be put forward to a Panel convened by the ESRC Wales DTP Management Group at which final decisions with regard to studentship awards will be made. In most cases successful applicants can expect to hear by early April 2022.

## **HOW TO APPLY**

A **completed** application form for admission to doctoral study at Bangor University must be submitted to [https://www.bangor.ac.uk/courses/postgrad/research/apply\\_research.php.en](https://www.bangor.ac.uk/courses/postgrad/research/apply_research.php.en) by the deadline of 12:00pm GMT on 4 February 2022. Incomplete applications or applications received after this specified time will not be accepted.

The application must contain the following documents:

1. Covering letter: Please address to Prof Thora Tenbrink. The covering letter must name the collaborative studentship being applied for. It must set out your reasons and motivation for applying to study at Bangor University, and the Bilingualism Pathway; your understanding, and expectations of doctoral study; and your academic interests generally, and particularly **how these relate to the description of the project supplied**. The covering letter should be no more than two pages. Please also specify whether you wish to apply on a +3 or 1+3 basis.
2. Academic / Professional Qualifications: Where appropriate, this should also include proof of English Language Competency (see institutional entry requirements; 7.0 IELTS minimum).
3. References: All applications require two academic references to be submitted in support. Candidates must approach referees themselves and include the references with their application.
4. Curriculum Vitae: This should be no longer than two pages.
5. Research Proposal: For collaborative studentships, the proposal should build directly on the outline description that has been supplied. The proposal should be up to a *maximum* of 1000 words, not including bibliographic references. We suggest that you use the following five headings in your research proposal:

- Your reflections on the title, aims and purpose of the research;
- An overview of some key research literature relevant to the study;
- Your proposals for developing the design and methods of the study;
- A description of potential outcomes of the project for understanding, knowledge, policy and practice (as appropriate to the topic);
- Bibliographic references

6. A completed [Equal Opportunities form](#).

7. In the online application system, Under the **Programmes** tab, please select '**Bangor University Advertised Studentships...**'

Postgraduate Research  
(PhD, EDD, MPhil, Masters by Research)

Your own research project...

PhD project opportunity...

**Bangor University Advertised Studentships...**

Then select '**PhD Studentship in Bilingualism: Minority language revitalisation: The use of Welsh in a public-service context**', making sure to add Prof Thora Tenbrink to the 'Academic Contact' box. Click Add.