

Abstract for “Dialects of Irish on *Teilifís na Gaeilge*”

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Irish-language broadcasters are faced with the challenge of serving a population that speaks several different dialects of Irish. While it is generally recognized that broadcasting has played a role in increasing mutual-intelligibility among the dialects, there is an absence of literature examining the sort of Irish that is broadcast on the air. An analysis of the Irish appearing on *Teilifís na Gaeilge*, Ireland’s new Irish-language television station, reveals a high degree of variation and a substantial presence of non-Gaeltacht dialects such as Dublin Irish. This is true both for children’s programming and adult programming. The language strategies employed by these programs are analyzed and accounted for in light of their sociolinguistic goals. It is further suggested that the dialect situation on programs such as “Ros na Rún” may be used as a model from which to form an over-arching language policy at the station.