



PLURILINGMEDIA

Language Plurality
in Europe's Changing
Media Sphere

**Researching and Promoting
Linguistic Diversity
in Media**



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What is PLURILINGMEDIA?

PLURILINGMEDIA is an EU-funded research network, known as a COST Action after the programme funding it. It officially launched in October 2024 and will run as a COST Action until October 2028.

The full title 'Language Plurality in Europe's Changing Media Sphere' encompasses the two core tenets of the network's focus: language and media.

More precisely, regional and minority languages are the core linguistic interest, with media broadly defined to include broadcasting, printed press and social media, plus all the overlaps in between.



Key Themes

PLURILINGMEDIA focuses on four thematic areas which relate to the central challenge of understanding how recent trends influence the effectiveness of media provision on language maintenance / revitalisation. These core but overlapping areas are:

- ▶ the changing audience and content creator habits, with subsequent effects on media provision and consumption
- ▶ relevant legislation and standards aimed at language protection
- ▶ effects on language vitality and how media overlaps with education and planning
- ▶ the practice of journalism and how it is being shaped by the changing habits and practices.

These four themes form the basis of our four Working Groups through which the activities of PLURILINGMEDIA are structured.

Notes from the Chairs



Craig Willis
Action Chair



Lara Sorgo
Action Vice Chair

Dear Members, Partners, and Interested Readers!

It is with great pleasure and pride that we write this introductory note, one year into our COST Action, PLURILINGMEDIA. The first year has been hugely successful, from our official launch in October 2024 through to our largest event to-date – a training school in September 2025. In this time, we have seen the Action grow to over 300 working group members from around 45 states – demonstrating the breadth and appeal of our topic. We are also very proud as members of two research institutes focusing exclusively on national, linguistic, and ethnic minorities, to be chairing PLURILINGMEDIA with their support. The European Centre for Minority Issues and the Institute for Ethnic Studies are two of the leading research organisations within this field, but we are also supported by Core Group members representing other leading institutes such as Eurac Research and Mercator Media but also universities in prominent minority language regions.

We are also extremely happy to be meeting COST's excellence and inclusiveness policy goals, performing significantly above average in most of the indicators relating to Gender, Inclusiveness Target Countries, and Young Researcher and Innovators. This is something which can be seen prominently across our Core Group of leadership roles, as well as our event locations

– hosting events in Budapest, Ljubljana, and Rēzekne in our first year. We will continue to prioritise these policy goals as we move into our second year and beyond.

Involvement of persons and organisations outside of academia is also a strong point of PLURILINGMEDIA, already from the application phase but now also in implementation. The Action possesses members from and cooperating with the European Language Equality Network, the Council of Europe's Committee of Experts to the ECRML, the Advisory Committee to the FCNM, but also dozens of media practitioners from regional or minority language broadcasters, news outlets and online content creators.

We warmly welcome further members and cooperation going forward, the Action remains open for the entire four years – one of the unique elements of this funding programme. We believe that we have created a positive environment focused on timely themes, enabling us to aim boldly with our ambition to influence policy and practice across many elements of media and language. We have three further years of COST Action funding, taking us through until October 1st 2028, during which we aim to solidify the academic study and nurture future generations of scholars across the wider Europe.

All the best,
Craig and Lara

Working Group 1:

Audience and Content Creator Habits



Karolina Lendák-Kabók
Working Group 1 Leader
Eotvos Lorand Tudomanyegyetem



Enrique Uribe-Jongbloed
Working Group 1 Vice-Leader
Cardiff University

Working Group 1 explores audience habits and content creation practices within the context of media plurality and minority languages. It brings together scholars and practitioners to understand how digital media, especially social media and household consumption preferences, shape the production and reception of content in multilingual environments

Objectives:

- ▶ Build a network of academics and practitioners focused on digital content creation and audience preference.
- ▶ Facilitate knowledge exchange and peer learning through best practices in multilingual media.
- ▶ Collect best practice and case studies from the whole COST region to provide a more ample perspective of the impact of content creation upon linguistic diversity.
- ▶ Stimulate academic research and collaboration on minority language media studies.
- ▶ Explore how digital platforms and social media are changing the exchange of audiovisual content, especially in its impact on public broadcasting, and what this means for regional and minority language communities.
- ▶ Promote research around language diversity and media consumption in multilingual mixed-language households, to understand preference of individual and collective choice.

Working Group 2:

Legislation and Standards



Miren Manias-Muñoz
Working Group 2 Leader
University of the Basque Country



Jarmo Lainio
Working Group 2 Vice-Leader
Stockholm University

Working Group 2 connects experts on the legislation (hard law) and standards (soft law) introduced at international and national levels to protect minority / minoritized / regional languages in the media. It seeks to analyze the processes concerning the creation of media-related legal frameworks and their implementation, explore how legal dynamics are impacting on language plurality, and how they are perceived by relevant stakeholders.

Objectives:

- ▶ Connect experts on legislation and standards to support language plurality in media.
- ▶ Examine international and national legislation (ECRML, FCNM, AVMSD, etc.) and its potential for strengthening language plurality through the provision of media.
- ▶ Address challenges posed by digitalization, new technologies (e.g., AI), and the dominance of hegemonic languages.



- ▶ Facilitate exchanges of expertise at the national level to highlight positive legislative developments.
- ▶ Showcase solutions protecting language plurality in the media as competing with major international producers.

Working Group 3:

Linguistic Vitality



Nicole Dołowy
Working Group 3 Leader
Polish Academy of Sciences



Sanita Martena
Working Group 3 Vice-Leader
Rezekne Academy of Technologies

Working Group 3 explores the connection between minority media and language vitality, with a focus on language education, revitalization, and development. It examines the role of media in education, literacy, and everyday language practices, including the family domain, as well as their impact on minority language communities and speakers.



Objectives:

- ▶ Explore how different media formats, including social media, affect heritage, regional and minority language communities and their speakers.
- ▶ Identify and share good minority language media practices in minority language education (formal and informal).
- ▶ Assess the impact of minority language media on literacy skills and everyday minority language practices.
- ▶ Create a space for dialogue between minority language media creators and practitioners to increase their effectiveness in language maintenance, revitalization, development, and prestige planning.

Working Group 4:

Journalism



Jenny Stenberg-Sirén
Working Group 4 Leader
University of Helsinki



Orsolya Bukovinszky-Csáki
Working Group 4 Vice-Leader
Honline Media

Working Group 4 focuses on minority language journalists and the unique challenges they face (professionalism, training, journalistic identity, working conditions, role in society, the influence of kin-states over MLM, etc.). Its aim is to create a network of academics and practitioners with an interest in journalism within minority language media.



Objectives:

- ▶ Enhance knowledge exchange, peer support, and learning by best practices.
- ▶ Raise an academic interest in the field, initiate collaborations, and give a spark to new research projects.
- ▶ Strengthen the quality and quantity of journalistic media content for minority language groups.
- ▶ Focus on conceptual issues: defining what MLM, minority language journalism is (compared to majority language media and journalism).
- ▶ Identify and share good minority language media practices in minority language education (formal and informal).

Communications & Outreach



Cláudia Martins
Scientific Coordinator



Jakob Volgger
Assistant Scientific
Coordinator



Elin Haf Gruyffdd Jones
Governance
and Civil Society Officer



**Aleksandra
Ozmiańska-Pagett**
Policy Liaison

Communications tasks

The communications team has a crucial role in PLURILINGMEDIA, relating both to internal communication amongst the existing members as well as external communication to the broader interested public and expert stakeholders. The central hub for this is our website, www.plurilingmedia.eu, which includes a regularly updated news section. We also launched our All-action newsletter on October 1st 2025 and will continue on the 1st of each month going forward.

Communications Committee

Cláudia Martins, Jakob Volgger, Sofia Santos, Lexi Dawn, Sebastian Müller.

Social Media

PLURILINGMEDIA launched its social media channels in early 2025, focusing predominantly on LinkedIn and Instagram. We have since added accounts on Bluesky and Facebook, plus uses YouTube for our embedded website videos. Within the first year, our presence has grown rapidly on LinkedIn and steadily on Instagram. Our aims going forward are to increase our audiovisual output, including launching the video blog series of practitioners/speakers in their own language.

@plurilingmedia



Website

www.plurilingmedia.eu

Our dedicated PLURILINGMEDIA website serves as an overview of the project as well as a resource for academics, policymakers, and practitioners. It is the central hub for all key information about the network and its activities, providing an accessible space where the four Working Groups can share updates and highlight their ongoing projects. The site is aimed both at members and at anyone interested in minority language media, offering clear and up-to-date information – for example about available grants, training schools, and collaborative initiatives.



Added Value Features

► Expert Database:

The Expert Database functions as a practical networking and visibility tool. It allows members to search for others by language, region, or area of expertise, and also enables external actors – such as policymakers, journal editors, and media organisations – to identify relevant specialists across Europe and beyond.

► Member Publications:

The Member Publications section showcases a curated selection of works by network members that have been made possible through PLURILINGMEDIA's support or through cooperation within the network, reflecting the diversity of its community.

The website is continuously evolving, with new features and resources being added over time to further strengthen exchange and collaboration within the network.

► Accessibility Features

Our action is deeply committed to enhancing accessibility to the largest possible number of people. Drawing on the expertise of the communications team, we are engaged in providing:

1. subtitles for all our social media videos, along with Alt Text for graphics
2. subtitles and audiodescription for the videos embedded in our website, also available on our YouTube channel
3. easy language pages on our website (see example at <https://plurilingmedia.eu/about/plurilingmedia-in-easy-language>)
4. digital accessibility features to enable us to reach the AAA level of WCAG
5. and easy language summaries of our main outputs.

PLURILINGMEDIA

Grants

COST Actions provide several different grants for members to apply to, in order to contribute to PLURILINGMEDIA's objectives. These include:

- ▶ Short-Term Scientific Missions
- ▶ Dissemination Conference Grants
- ▶ Inclusiveness Target Country (ITC) Grants
- ▶ Young Researcher and Innovator (YRI) Grants

Grant applications for all of these are assessed by a committee, led by our Grant Awarding Coordinator.

Grants approved in year 1: 22 grants were approved in Grant Period 1, totalling almost €37,000. This included 10 short-term scientific missions (STSMs) and 12 external conference grants.

Future grants: Each of the three further years of the PLURILINGMEDIA Action will also offer opportunities for members to apply for grant funding.



Noémi Nagy
Grant Awarding
Coordinator



Laura Seben
Grant Holder
Manager



www.plurilingmedia.eu/grants



Year 1 Events

Kick off Meeting - Brussels

PLURILINGMEDIA was officially launched in Brussels at the COST Headquarters, on 2nd October 2024. Attended by over 50 management committee members from almost all of the 41 COST states, this kick-off meeting saw the election of the leadership roles for PLURILINGMEDIA.



Working group meetings

During the first grant period, the Action organised several smaller working group meetings in order to plan the forthcoming events and deliverables. Such meetings were held in Budapest, Rēzekne and Bilbao. Led by the Working Group Leaders and Vice-Leaders, the meetings provided an opportunity to invite new members beyond the initial Core Group of leadership roles.



Training School # 1

*Journalism | 15-17 September 2025 |
Aberystwyth*

The first PLURILINGMEDIA Training School took place from 15 to 17 September 2025 in Aberystwyth, Wales, in collaboration with the University of Wales Centre for Advanced Welsh and Celtic Studies.

Organised by Working Group 4 (Journalism), the Training School provided early-career researchers, students, and media practitioners with the opportunity to explore journalism in minority languages through a programme of lectures, workshops, field visits, and networking events.

The programme covered theoretical and practical perspectives and included contributions from professional journalists and case studies from various European minority contexts.

Additionally, PLURILINGMEDIA will hold further training schools in each of the coming three Grant Periods – the next of which will be held in Rijeka by Working Group 2 (Legislation and Standards) in May 2026.



Looking forward:

PLURILINGMEDIA has a total of four years funding as a COST Action, taking it until 1st October 2028. These three further years (or Grant Periods) will also feature many events across Europe, as well as publications based on our envisaged deliverables.

Year 2 (01.11.2025 - 31.10.2026)

- ▶ General Conference in Warsaw
- ▶ Policy Workshops in Galway and Helsinki
- ▶ Training school in Rijeka

Year 3 (01.11.2026 - 31.10.2027) and Year 4 (01.11.2027 - 01.10.2028)

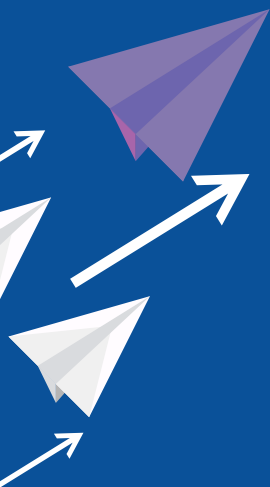
- ▶ Two further general conferences
- ▶ 2 more policy workshops (WG2 and WG3)
- ▶ 2 further training schools (WG1 and WG3)

Publication Plans

- ▶ Edited volume on the use of media in education of minority languages
- ▶ Edited volume on legislation concerning media and linguistic diversity
- ▶ Special issue on audiences of minority language media
- ▶ Handbook on minority language media - aimed at non-academic stakeholders (policymakers, journalists, educators).
- ▶ Four policy briefs, one per Working Group, based on the policy workshops in years 2 and 3.



Sergiusz Bober
Publications Manager



PLURILINGMEDIA Ad-hoc Committee on AI

Beginning in November 2025 and running for an initial one-year period, an ad-hoc committee on artificial intelligence will examine its role within each of the foci of the four PLURILINGMEDIA Working Groups. It will then develop recommendations to promote linguistic diversity in AI used in media domains. The purpose of this is to recognise the importance of AI as a research topic and its impact on the field of media and linguistic diversity, keeping in mind that many PLURILINGMEDIA members are curious about AI but not so many have existing competence with it.

Focus on non-European cases

Although PLURILINGMEDIA is largely focused on European cases, our aim going forward is to enhance the coverage of global cases of linguistic diversity in media. This will first be through working group members who are based in a COST member state but either originate from outside of Europe or have expertise on non-European cases – examples include indigenous contexts in Africa, South America and North America.

In addition, in 2026 we will begin a series of case study blogposts on non-European countries' linguistic diversity in media. Each will initially outline the linguistic make-up of the country in terms of indigenous or minority languages, before going on to detail what media provision there is in terms of broadcasting, printed press and online news. We intend the series to cover 10 countries initially, aiming to involve a global spread across Africa, Asia, and the Americas.

PLURILINGMEDIA Core Group

Craig Willis

Action Chair

Lara Sorgo

Vice-Chair

Cláudia Martins

Science Communication
Coordinator

Noémi Nagy

Grant Awarding Coordinator

Karolina Lendák-Kábok

Working Group 1 Leader

Enrique Uribe-Jongbloed

Working Group 1 Vice-Leader

Miren Manias-Muñoz

Working Group 2 Leader

Jarmo Lainio

Working Group 2 Vice-Leader

Nicole Dołowy

Working Group 3 Leader

Sanita Martena

Working Group 3 Vice-Leader

Jenny Stenberg-Sirén

Working Group 4 Leader

Orsolya Bukovinszky-Csáki

Working Group 4 Vice-Leader

Elin Haf Gruffydd Jones

Governance and Civil Society Officer

Sergiusz Bober

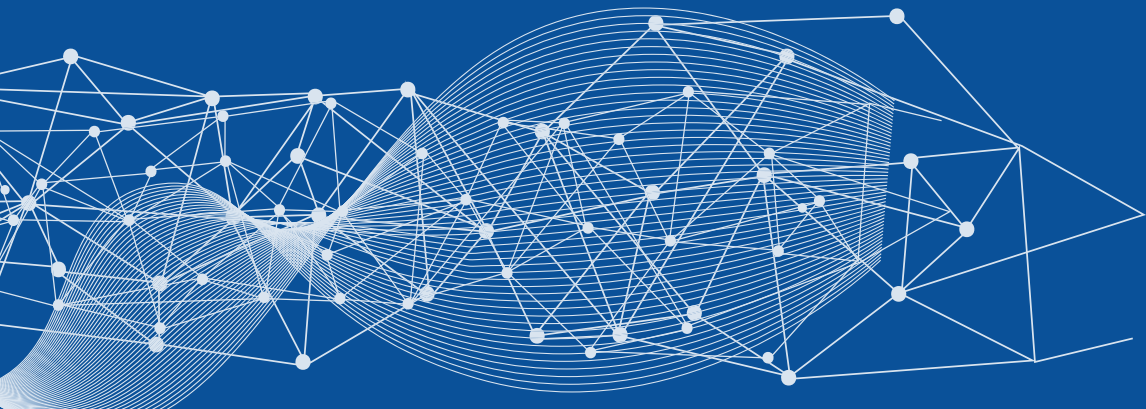
Publications Manager

Jakob Volgger

Assistant Science Communications
Coordinator

Aleksandra Ozmiańska-Pagett

Policy Liaison



Working Group Members

PLURILINGMEDIA has attracted a large number and variety of working group membership applications over its first year. Below is a summary of these - as of 31st August 2025.

Total Working Group Members: 297

Inclusiveness Target Countries: **52%**

Female: **60%**

Young Researchers and Innovators: **37%**

Total by Working Group

Working Group 1: **113**

Working Group 2: **93**

Working Group 3: **153**

Working Group 4: **89**

Plurilingmedia Funders



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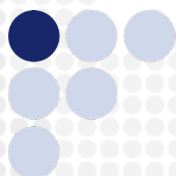
COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.



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