

|   |
|---|
| <p><b>Institution: The University of Huddersfield</b></p> <p><b>Unit of Assessment: 29 English Language and Literature</b></p> <p><b>a. Context</b></p> <p>There are two main strands of impact to be found in this submission, relating to literary research on the one hand and linguistic research on the other. This reflects both our existing practice and our future strategic direction as separate subject areas (English Literature; Linguistics and Modern Languages). The main types of impact arising from literary research at Huddersfield are the presentation and dissemination of cultural heritage, through the heritage industry, the mainstream media and the school curriculum. The main types of impact arising from linguistic research at Huddersfield are to influence the methods and ideas of professions, organisations and businesses by providing expert advice and thereby influencing policy and practice. We see these initiatives as being in line with the University's status as Times Higher Education Entrepreneurial University of the Year (2012). The development of impact in the unit is organised largely through research groups and centres as follows.</p> <p><b>Stylistics Research Centre</b></p> <p>The longest running research centre in the unit has been developing its impact since 2008 in a number of ways, including two case studies, <i>Language Unlocked</i> (Case Study 1) and <i>Language in Conflict</i> (Case Study 2) which are entered for this REF. The general premise of the impact in this field is that there are theoretical and methodological developments arising from our research which have applications in the wider social, political and commercial world. The range of types of non-academic user of our research includes a) school teachers b) public examination bodies c) mediators and conflict resolution professionals d) judicial participants in conflict resolution e) campaigning organisations and political parties f) commercial companies g) film companies and their audience with hearing loss h) language teachers and i) speech therapists.</p> <p>In addition to the case studies which disseminate our own research and help others to learn from it and change their practices, we have been keen to make a broader impact for our discipline by establishing a popular language magazine called <i>Babel</i>. The remit of this magazine is to make the discipline of linguistics more accessible to the public and as such it publishes research from our team and from academics across the world.</p> <p>We have also started externally-funded research designed to lead to the improvement of subtitling for characterisation in film and TV drama, with obvious benefits for viewers with hearing loss. We expect this project to yield impact in the next five years.</p> <p><b>Centre for Intercultural Politeness Research</b></p> <p>Our new Research Centre focussing on intercultural politeness, and interpersonal pragmatics in general, is currently developing an impact strategy based on bringing the results of its research into the commercial world. The team in the Centre is currently conducting an impact project dedicated to the linguistic prevention of bullying in different settings. The most likely non-academic users of this research are UK based educational and public organisations, as well as national and international companies. The centre is also collaborating with the Stylistics Research Centre on some of its projects (e.g. <i>Language in Conflict</i> see Case Study 2).</p> <p><b>English Literature</b></p> <p>In the English literature team we have a strategy of disseminating the results of our research by means of exhibitions and linked publications, public talks, discussion and reading groups and media appearances. The impact case study on <i>Anne Clifford and the North: Raising Awareness of Cultural Heritage</i> (Case study 3) is an exemplary case of this kind. Other staff are involved in heritage-related, topical and/or locally-relevant activities as follows:</p> <ol style="list-style-type: none"> <li>1. Working with the Elmet Trust to run the Ted Hughes festival (October 2013)<br/> <a href="http://www.hud.ac.uk/news/allstories/thetedhughesfestival.php">http://www.hud.ac.uk/news/allstories/thetedhughesfestival.php</a></li> <li>2. The Green Reads book club - which has been meeting monthly since October 2012 for members of the public to engage with environmentally-focussed literary works.</li> </ol> |
|---|

## Impact template (REF3a)

3. The Green Reads Leeds event (April 2013) in collaboration with the Yorkshire Network for Canadian Studies and University of Huddersfield: An evening of sustaining words, which featured talks from playwright Michael Stewart and Canadian writer and Lit professor Tanis MacDonald (here on a research visit from Ontario to work on her FaunaWatch poems), and from the Green Readers themselves. Audience of approximately 30 members of the public.

4. Yorkshire Network for Canadian Studies inaugural event - funded by Foundation for Canadian Studies (via a grant to University of Huddersfield) and by the University of Leeds. The event was held in Leeds Central Library – and consisted of reading and talk from international poet and translator Erin Moure. February 2013. Audience of about 40, including members of the public

The main non-academic beneficiaries of literary research at Huddersfield, therefore, are the general public interested in their heritage, literature and culture. Direct beneficiaries include the heritage industry.

**b. Approach to impact**

The unit's support for impact case studies was to target resources in two ways; (i) where the case for potential impact was strongest and (ii) where the researchers concerned were advanced in the achievement of their primary research targets. The Research Development Fund of the University underpinned the projects where they needed small-scale support in the early stages. This included funding the design and development of websites; enabling meetings to take place with professionals and collaborating academics where necessary and paying permissions for reproducing images. The University also funded short-term Research Assistant posts where they could support the academics in fulfilling impact plans.

Our strategy for this period has been to develop different ways of bringing about research impact, based on three facets of the research process; methodologies, theories and findings. We have established and brought to fruition three case studies, each of which focuses primarily on one of these facets. We have also planned projects which demonstrate impact from individual academics, individual research groups and cross-research (and inter-disciplinary) groups. Our general approach to impact is to bring our methodologies, our theories and our findings to the attention of relevant non-academic audiences including professional organisations, individual professionals and the public with a view to influencing their thinking, policies and/or practice.

There is a strong disciplinary culture of popularising the findings of literary research which is integral to our approach at Huddersfield. Members of literature staff have two key approaches to impact which they may employ singly or together in their pursuit of impact. These are, first, the development of their identity as 'public experts' in their particular field of knowledge and secondly the linking of their research to the local and regional context of Huddersfield. This is exemplified in the first case by the work of Bates, who has brought Canadian writers to Yorkshire and in the second case by Malay who has worked on a local historical figure, Anne Clifford, and by Rudrum who is a trustee of the Elmet Trust which promotes the life and work of Ted Hughes, a Yorkshire-born poet.

Impact-related research in linguistics has traditionally been focussed in very narrow applied fields such as speech therapy and language teaching. Our aim in this period has been the wider one of popularising the theoretical ideas and analytical methods that underpin the discipline of linguistics not only for the interest of the wider public, but also to demonstrate their usefulness in the economic, political and social world outside the academy. Our efforts in bringing the insights of linguistics into public understanding of human communication are exemplified in our two case studies. Our research has long been - and continues to be - focused on engaging with outside organisations and concerns beyond academia (e.g. Jeffries' work on the reporting of the Yorkshire water crisis, Crutchley's work on assessment and comprehension of 6-11 year olds, Holt's research on call-centre interaction, O'Driscoll's work on conflict resolution, McIntyre's work on subtitling for the hard of hearing). We are engaged in Applied Linguistics in the broadest sense of the term. Our ambitions to develop our work in this direction led to the impact-focused work that we have undertaken in the REF period. We produced our magazine, *Babel*, as a means of engaging with public interest in language and raising awareness of linguistics and its concerns. We aimed at

## Impact template (REF3a)

making our analytical methods relevant by demonstrating how they could be employed to help large organisations understand how they are represented in texts internally and externally (*Language Unlocked* – primarily written language). And we showed how research findings from linguistics can inform practice in mediation (*Language in Conflict* – primarily spoken language).

**c. Strategy and plans**

The impact strategy for the post-REF period in English Language and Linguistics is:

- To develop the two linguistic impact projects (*Language Unlocked* and *Language in Conflict*) further, to broaden their range of clients/contributors and extend the reach and significance of our research impact.
- To build upon new impact projects (such as *Babel: The Language Magazine* and the B.A. funded subtitling project) to provide consolidated impact in the next REF period.
- To develop the impact of research in intercultural communication on the understanding of bullying.
- To support staff across the subject in developing their research impact along one or more of the three dimensions identified in the current REF period:
  - Bringing the findings of research to public attention.
  - Applying the methodologies of research to real world questions.
  - Bringing theories and models to bear on real world problems.

The impact strategy for the post-REF period in English Literature is to bring existing critically and socially engaged writing practices into the Centre for the Public Humanities alongside literary research, drawing out the connections between critical and creative writing practices as part of the larger project of communicating the contribution of humanistic knowledge and cultural work to the enrichment of the public sphere. Specifically, we will work with local regional literary societies to foster links between academic scholarship and public consumption and appreciation of literature. e.g. The Elmet Trust (Ted Hughes) and the Bronte Society.

**d. Relationship to case studies**

The three case studies submitted for REF2014 demonstrate our range of approaches to impact:

1. *Language Unlocked* – a corpus stylistics consultancy. This project, from the Stylistics Research Centre, uses *methodologies and frameworks from our research* in corpus stylistics to inform clients about aspects of language crucial to their work.
2. *Language in Conflict* – a training programme and web resource for mediators and conflict resolution professionals. This project brings *theories and models of language* into the field of conflict resolution with the aim of informing professionals in this field about linguistics so that they can operate in the field with a more nuanced understanding of linguistic aspects of conflict and conflict resolution or what the experts call ‘conflict transformation’.
3. *Anne Clifford’s Great Books* – an exhibition, an edition, and teaching materials. This project exemplifies the aim of bringing the results of our literary research to the public, so that knowledge about a regionally relevant and unusually powerful woman from the 17<sup>th</sup> century can be widely circulated and understood.