

**Institution:** CAMBRIDGE UNIVERSITY

**Unit of Assessment:** MODERN LANGUAGES AND LINGUISTICS

**a. Context**

**Non-Academic User Groups**

The diversity and consistently high quality of research produced by members of this Unit of Assessment over many years have impacted and continue to impact upon individuals and institutions at every level, both nationally and internationally. Those user groups that have been reached through research within the UoA include:

- Students and teachers at primary, secondary and tertiary levels
- Consumers of culture and sport, through public lectures and seminars, books which achieve high sales, newspapers, film, theatre, music, radio, television, exhibitions, internet links
- Producers of culture, such as programme makers, exhibition organizers, film/theatre/opera/concert directors and creators
- Public policy-makers and language support bodies
- The commercial sector
- The world of science and technology

**Types of Impact**

**Educational Impact:** Exhibitions are a vital part of how research within our UoA achieves impact, with particular benefits within the educational and commercial sectors. Exhibition-based events utilize local, national and international museums, libraries and galleries to disseminate research findings through large attendances, well over half a million in one case, and wide coverage by international, national and local press. Accompanying websites, catalogues and other materials further amplify the reach of our research and often lead to considerable economic benefits for the institutions hosting the exhibitions. Many of our exhibitions have brought about closer collaboration between the different museums and libraries involved. In a number of the exhibitions, varied outreach activities, such as public lectures, workshops, podcasts and sessions for disabled visitors, led to close links with a wide range of schools at primary and secondary levels, catering for pupils from very different backgrounds, as well as with many tertiary Colleges and Universities.

**Impact on public policy and public discourse:** Impact on public policy and training provision for students, academics and civil society activists play an important role in the historically-informed research of a significant number of staff in our UoA, most prominently in the Departments of Slavonic Studies and German and Dutch. In some cases, research into war-torn communities has helped in the process of commemoration and reconciliation, with very wide media interest shown. Project training workshops were in some cases held with members of leading non-governmental organizations, and in one project a virtual press conference was held with Russian members of public. Another case formed the basis of a series of BBC radio documentaries and received much media interest in Germany in particular, with the findings from this study being presented at governmental level in the United States. On an even broader level, one member of the UoA (Boyle) published a book, *2014 – How to Survive the Next World Crisis* (2010), which led to him being interviewed on US television and addressing the House of Bishops in the UK.

**Impact on endangered languages:** Popular awareness of obsolescent dialects and endangered varieties is at the forefront of a number of Linguistics-related projects in the UoA, attracting considerable media attention on regional and national levels, with the findings being used in policy-making, language revitalization groups and language support bodies.

**Impact on professional practice:** Research produced by the UoA has helped to inspire performances, including music, dance and opera, and has impacted upon professional practice in museums and the curatorial professions.

**Scientific and Technological Impact:** Linguistics databases and research projects have had

significant impact within the world of industry and technology: Buttery, for example, who was 'Industry Champion' and a member of Cambridge Enterprise, which handles all technology transfers, has worked with firms such as Intel, Dragon Systems and Google on speech recognition and machine translation systems. Elsewhere in the UoA (James, French), research is being carried out on how scientific and technological knowledge and discoveries are being represented within the public sphere, already leading to debates with the scientific world, as evidenced by James's Co-I sharing a platform with scientists at the Hay-on-Wye festival (2013).

The range of research activity we encourage is extremely broad, and the array of kinds of impact has been, is, and will be similarly varied. Although, as can be seen above, there are significant discrete categories of impact on display, we will continue to emphasize quality and diversity of impact in future research ventures.

#### **b. Approach to impact**

Departments within our submission take an active approach to developing impact. Academic staff are encouraged to seek out opportunities and accept invitations to disseminate their research to members of the general public and to selected audiences. All staff within the UoA are employed on the basis that they are not only expert in their field but that they can communicate that expertise to a wide range of audiences. In addition to the many specialized contexts in which our staff present their research, between 2008 and 2013, the UoA has widened research impact through interaction with a variety of non-academic beneficiaries, with the aim not simply to prioritize impact for its own sake but to highlight the significance of such research to broader concerns and issues. Currently there are various support mechanisms for impact at departmental (through the sharing of impact experience and regular discussion of impact concerns), Faculty, School and University levels (see below). The Research Strategy Committee (RSC) of the UoA considers all grant applications, and discussion of impact is built into all new research planning.

Members of the UoA have played a full and active part in the annual Cambridge Festival of Ideas, which, since its creation in 2008, has become the largest free arts, humanities and social sciences festival in the UK, attended by over 10,000 people annually (not counting podcasts etc). The Festival, which contributes to Cambridge's exceptionally diverse set of on-site public engagement opportunities for staff and students, offers hundreds of free talks, activities, film screenings and workshops for general audiences of all ages. Indeed, the Festival has in some cases been used as a test area for impactful research by members of the UoA who have presented lectures or workshops at the Festival and who then developed impact case studies; these include Ford on Montaigne (2008), Joannides on Titian (2008), Etkind and Finnin on Memory at War (2011) - a major research project that had a range of impacts across diverse audiences, in the UK, in its target region (Poland, Russia and Ukraine), and globally - Naismith on Old English coinage (2012), and Sinclair on Goya and the realities of Spain, and visions of crime (2012 and 2013 respectively). Since 2008, there have been hundreds of events relating to the UoA, with high attendances. Some of the talks are available as video or audio podcasts at <http://www.mml.cam.ac.uk/podcast/>. Feedback for the Festival has been very positive. In 2011, for example, 98% of respondents rated the Festival as 'very good' or 'good', with 18% of visitors never having attended a Cambridge University-related event before and with over 200,000 page views on the Festival website between 1 October and 31 October 2011.

The UoA has a number of outward-looking research networks, which make impact a priority. One such case is the Cambridge Bilingualism Network (<http://sites.google.com/site/cambiling> and <http://www.cam.ac.uk/research/news/bilingualism-is-good-for-learning>), run by members of staff in DTAL (Katsos, Alexopoulou, Parodi and Hendriks), which aims to increase awareness about the benefits and challenges of bilingualism by disseminating state-of-the-art research findings. The network is also involved in fostering partnerships between researchers, teachers, clinicians and parents of bilingual children by building interactive support networks whose members can ask and answer questions and share resources.

Community relations have played a significant part in approach to impact, as evidenced by Ledgeway's investigation of the social history, culture and language of Italian immigrants in the UK,

with particular emphasis on Bedford, through which links to local Italian immigrant communities in Bedford and London have been established, together with links to Italian community radio. In the department of ASNC, numismatic research (by Blackburn, Naismith, Keynes and Gannon) is central to a new form of productive communication with metal detectorists, collectors and dealers. Co-operation with Museums is key to its implementation, and Naismith continues his long-established collaboration with the Fitzwilliam Museum. He is also working with the Museo Nazionale Romano. In addition, various members of the Department of ASNC will work with the British Museum in the context of its forthcoming Viking Exhibition (2014).

The UoA, in conjunction with various Colleges, which have provided suitable venues for Cambridge-based performances, has also encouraged cooperation between academics and performers in the arts world, with members actively involved in various creative initiatives, which have had impact on both non-academic performers and on wider audiences. Kirkpatrick's work on Dante has led to interaction with performers and professionals from the film, music and dance world, and a number of contemporary dance, music and poetry-reading events have been held in Cambridge and elsewhere, with an Experience Dante project website and performances on YouTube increasing public awareness. Burgwinkle's research was used in direct collaboration with librettist Martin Crimp and composer George Benjamin in the creation of the opera *Written on Skin*, which premiered at the Aix-en-Provence Festival (2012) and was staged again at the Royal Opera House (2013). The opera was received very favourably in the press, backed up by public acclaim (performances at the ROH were sold out). Hammond's work on gossip in street songs from the seventeenth century led to an ongoing collaboration with the musical ensemble *Ars eloquentiae*, directed by Jonathan Rees, which gave world premiere performances of street songs at the 2012 Brighton Early Music Festival (reviewed at <http://nicks-classical-notes.blogspot.co.uk/2012/11/brighton-early-music-festival-young.html>) and with a wider selection performed in Cambridge (September 2013). A project entitled 'Modern Poets on Viking Poetry' directed by Quinn, connected contemporary poets with Old Norse skaldic verse, and resulted in the creation of a body of literature inspired by the form and content of the original.

The UoA takes a proactive approach to disseminating its research to the wider world through regular contact with the University Office of External Affairs and Communications. The central University website has highlighted research by members of the UoA, such as the database of Welsh tweets set up by Willis (DTAL: <http://www.cam.ac.uk/research/features/welsh-twitter-capturing-language-change-in-real-time>).

Broadcasting and public media form an integral part of our prioritization of impact. As can be seen in our impact case studies, all have appeared in the public media. Many other members of the UoA are actively involved in various kinds of broadcast. Rowe (ASNC) and Moriarty (French), for example, have been contributors to Melvyn Bragg's 'In Our Time'. A graduate of the Department of Anglo-Saxon, Norse, and Celtic, Barraclough, has recently been chosen as one of BBC's Radio 3 ten 'New Generation Thinkers 2013'. In consultation with the BBC, she will present her research to a wide general audience. Martin (French) is a regular contributor to radio arts programmes and documentaries, and writes widely in the press, including most recently *The New York Times*, and Hammond (French) is a regular reviewer and commentator for the Paris-based anglophone website <http://www.parisupdate.com/>. Webber (German) appeared as an expert consultant on Berlin in BBC1's 'Who do you think you are?' (2013).

Many other studies are currently underway, and these are being given full support at Faculty and University levels: for example, Brundin, who spoke to a general audience as part of the Cambridge Series at the Hay Festival (2013), has been involved in a close collaborative pilot project with the National Trust, which is having impact on curatorial practice. The study, partly funded by a grant from the Cambridge Humanities Research Fund, which has enabled a Research Associate to liaise between the University and the NT, investigates the place of Italian books in Belton House, which houses the Trust's second largest library (over 11,000 titles), assembled by successive generations of the Brownlow family. 229 works are in Italian, published between 1500 and 1800, across a variety of genres and subjects. Analysis of the Italian holdings formed the basis for a themed workshop, hosted by the interdisciplinary Cambridge Centre for Material Texts (2013),

attended by 45 librarians, curators, academics and postgraduate researchers. An exhibition of the Italian holdings was held between March and November 2013 at Belton House, and as a result the NT's book display policy has been reworked, with planned collaboration between the NT and Cambridge on doctoral awards.

### c. Strategy and plans

We aim to continue to take our research to the wider academic world and beyond the academy through spoken and written word, print, exhibitions (temporary and long-term), theatre, music, television, radio and internet resources.

To achieve this goal we aim to

- remain at the cutting edge of research (see REF 5 for this)
- write and present to the highest standards;
- disseminate know-how about publishing and broadcasting across the Cambridge community;
- continue to make impact part of a cooperative and collaborative process between academic and non-academic communities;
- keep in touch with the latest technical developments in communications;
- cultivate contacts in education, museums, the media, the worlds of the arts, sports, public policy and public life;
- continue to establish links with the field of science and technology, following current research by James (French) into the role played by science and technology in contemporary thought;
- cultivate in particular local Cambridge cultural collaborations, such as the Fitzwilliam Museum, University Library exhibition centre, Arts Picturehouse, Arts Theatre, West Road Concert Hall;
- make seed-funding available from departments in order to invite non-academic stakeholders to planning events.

Impact will remain a standing item on the RSC Agenda and will therefore receive regular and consistent attention. Young, whose experience with impact has already been useful to other members of the UoA, has been appointed as the UoA Impact coordinator for the next five years, concentrating exclusively on impact strategy and planning. As the incoming deputy head of the School of Arts and Humanities, he will also be targeting impact as a major priority at School and University level. The MML Faculty Contingency Fund (about to come into existence) and Higher Education Innovation Funding (HEIF5) will be used to facilitate contacts with the "users" of our research.

The collective experience that has been gained from impact strategies for both personal research projects and large-scale collaborative projects has informed strategies for the future. Not only has that experience been shared (e.g. the model of the impact strategy for the *Kaiserchronik* project (Young, Chinca), which received a £950k grant from the AHRC to produce the first ever edition of the twelfth-century text, was useful in preparing the AHRC standard grant bid for the Schnitzler edition, as was a presentation by Young and Chinca of their impact strategy to the German Department research seminar) but the example of successful bids has encouraged other bids. Of recent projects in preparation, impact has been taken very seriously: the Schnitzler project impact plan, for example, includes work with theatre groups (and a puppet theatre) and with the Wellcome Trust (concerning issues of medical ethics), and received the following comment by a peer reviewer: 'the impact plan is by some margin the best I have seen. It is outstanding. It is not only highly ambitious and extensive, but it is conceived as a fully integral part of the research project'.

All the major research projects currently underway within the UoA have prioritized impact. Exhibitions are planned for *Kaiserchronik* (Chinca, Young), *Domestic Devotions* (Brundin) and *Medieval Francophone Literary Culture outside France* (Burgwinkle), with many other proposed associated events, including work in schools and further media and digital exposure. Quinn and Rowe are also working with professionals from the Heritage Industry as part of the 'The Orkney Viking Heritage Project' (an AHRC-funded interdisciplinary training programme). Its aim is to link academic research about the Viking diaspora with its tangible and non-tangible heritage in Britain

## Impact template (REF3a)

and Ireland.

The fact that we are already planning impact-related projects for future years shows our commitment to sustained rather than short-term impact. Our continued aim is to maintain a close link between impact and the research being carried out by all members of the UoA, so that the value and influence gained from our engagement with wider communities and societies may above all be reciprocal.

**d. Relationship to case studies**

Although the concept of impact is new to the 2014 REF, members of our academic staff have long been involved in research projects with significant public outreach. All the case studies chosen for this round relate to or have informed the UoA's approach to impact and showcase the different ways in which subject areas covered by the UoA at Cambridge are made to deliver an impact beyond the University.

Of the approach to impact outlined above, many of the case studies were first presented publicly at the Cambridge Festival of Ideas and all have made extensive use of broadcasting and public media to publicize their research. Close co-operation with museums (Naismith), art galleries (Joannides, Antonello) and public exhibition spaces (Ford, Sinclair, Finnin, Young) has led to sustained exposure to the non-academic world. Research networks relying on key databases (Hendriks, Nolan) have been outward-reaching in their contact with different professions, and community relations have been essential to those working with endangered dialects and language varieties (Jones, Sitaridou).

The fact that so many components of our UoA interact and communicate with countries beyond the anglophone world points to an unusual breadth of outreach. The selected case studies have had major impact not only in the United Kingdom, but also in countries as diverse as France and Spain (Joannides), Italy (Antonello), Germany (Young), Turkey (Sitaridou), the Ukraine (Finnin), and the Channel Islands (Jones). Moreover, the case studies have reached out not only to professions one might normally associate with the subjects covered by our UoA, such as education (Hendriks) and fine art (Joannides), but also to other fields, such as the legal profession (Nolan), and the sporting world (Young). One case study (Blackburn/Naismith) had direct impact on individual finders of coins, metal detectorists and the commercial sector, and another (Antonello) was received and reviewed with interest by graphic and industrial designers. The website attached to another case study (Hendriks) has led to significant computational analysis of learner English, and has been of great benefit to learners, teachers and researchers alike. In one case (Nolan), the work on phonetics applied to forensic speaker identification has had crucial impact upon the legal profession and upon various consultancies, research development companies and forensic voice services. Cultural heritage lies at the heart of two case studies (Ford, Sinclair), which held exhibitions in the Cambridge University Library, visited by a wide variety of students, tourists and library readers.

The high level of media attention and public awareness of certain case studies have been integral to the foregrounding of important areas of concern. In the case of endangered languages, dialects and varieties, the studies by Jones and Sitaridou are making significant contributions to revitalization initiatives. Indeed, Jones's research led to her being invited as the only non-Guernsey member of the four-member Guernsey Language Advisory Panel. For those projects connected with memorializing history (Finnin, Etkind), wider processes of commemoration and reconciliation have resulted from the issues raised within the studies and from the training initiatives launched by the projects: for example, practitioners from leading non-governmental organisations in Poland, Russia and Ukraine visited Cambridge to take a part in a project training workshop on 'Memory Work and Civil Society' (5 December 2011), where they discussed methodologies and aims together with colleagues from Spanish civil society.

These chosen case studies represent just eleven examples of a much wider process, where research within our Unit of Assessment is made to deliver an impact beyond the University.