

## Impact template (REF3a)

<b>Institution:</b> Bangor University
<b>Unit of assessment:</b> 28 Modern Languages and Linguistics
<b>Context</b> <p>Our submission covers BU's research in Celtic Studies (Welsh), Linguistics and Modern Languages. Those who directly benefit from the research carried out by this unit include non-academic readers of its scholarship and creative outputs, television and radio audiences, cultural organizations such as the National Eisteddfod of Wales and Literature Wales, secondary school students, educationalists and curriculum designers, formulators of language policy in bilingual contexts, those who aim to use Welsh in a professional capacity (e.g. administrators and civil servants), the heritage and media sectors (both private and public), as well as publishing houses and translation companies. Whilst the impact of our research is most keenly felt in Wales, it also promotes greater understanding of cultural pluralism and linguistic diversity at an international level.</p>
<b>b. Approach to impact</b> <p>Straddling three subject areas – Celtic Studies (Welsh), Linguistics and Modern Languages – the impact of our research is diverse, but also driven by a cohesive rationale which emanates from the distinct linguistic and cultural geography of north-west Wales. Through its <b>language policies</b> and <b>strong bilingual ethos</b>, Bangor University (BU) strategically supports such cultural diversity, and through the publication of scholarship and creative writing in the Welsh language we continue to engage with a significant non-academic Welsh audience: e.g. the combined sales figure of the three Welsh novels published by <b>Hunter</b> and <b>Price</b> stands at 5,080, a figure comparable to sales of at least 508,000 in an English context. Interaction through the medium of Welsh with non-academic audiences has also been maintained through the adjudication of literary competitions at local, provincial and national Eisteddfodau and through talks and lectures delivered to non-academic literary groups and cultural societies (much of this activity has been supported by the Writers on Tour funding scheme of Literature Wales). Since 2008 we have been involved in 78 such events. Staff have also delivered prestigious non-academic annual lectures: e.g. Gwynedd Council's Dafydd Orwig Memorial Lecture, the Sir Rees Davies Memorial Lecture, the Annual Literary Lecture of the National Eisteddfod, the Daniel Owen Memorial Lecture and the Presidents' Day Lecture of the National Welsh American Foundation. Impact among Welsh-language audiences has also been augmented by regular media coverage on BBC Radio Cymru and S4C: e.g. <b>Price's</b> creative writing inspired an S4C documentary about the family of Ty'n y Braich, Dinas Mawddwy; <b>Thomas's</b> research on bilingualism featured in a full-length documentary on S4C; research materials from the R.S. Thomas Study Centre and <b>Davies's</b> expertise in the field formed the basis of an S4C programme about the artist Elsie Eldridge (the poet's wife). In commemoration of the centenary of his birth, <b>Davies</b> also curated a major R.S. Thomas public exhibition at BU.</p> <p>We also aim to <b>take knowledge of Wales to a wider world</b>. <i>The Welsh Academy Encyclopaedia of Wales</i> (2008, <b>Lynch</b>) is the most substantial English work of reference relating to Wales ever published. It was hailed in the USA by the <i>Library Journal</i> as 'arguably the finest one-volume reference work of the year [2008]' (reviews also appeared in the <i>The Guardian</i>, <i>TLS</i>, <i>Spectator</i>, <i>Sunday Times</i>, <i>Independent</i>, <i>Financial Times</i> and <i>Reference Reviews</i>, and its international reach among non-academic users was enhanced in 2010 by inclusion in the Credo Reference digital collection). <b>Price's</b> translated novel, <i>The Life of Rebecca Jones</i>, has created interest beyond Wales in Welsh-language fiction whilst the publication of R.S. Thomas's uncollected poems (<b>Davies</b>) occasioned considerable media interest (e.g. <i>The Spectator</i>, <i>Guardian</i>, <i>Financial Times</i>, <i>Telegraph</i>, <i>TLS</i>, <i>Church Times</i>, <i>Manchester Review</i>, <i>Dublin Review of Books</i>, <i>Poetry Review</i>, <i>Reform Magazine</i>, <i>Herald</i> [of Scotland]; also programmes on Radio Wales, BBC Wales and BBC4). We also aim to create cultural capital by facilitating the interaction of various languages, including non-state languages. Events organised around the Centre for Galician Studies have regularly explored the relationship between academics, creative writers and translators: e.g. a trilingual public poetry reading (Galician, English, Welsh) at Gwynedd Museum brought together the Galician poet María do Cebreiro and the Welsh poet Elin ap Hywel. We have also created cultural capital by undertaking literary translation encompassing the following</p>

languages: Chinese, Dutch, English, Galician, German, Irish, Italian, Polish, Romanian and Welsh (e.g. Shakespeare's Sonnet 104 was translated into Welsh by Lynch and recited by the actor Owain Arthur – star of *One Man, Two Guvnors* – as part of the Globe Theatre's Sonnet Sunday in 2012).

The reach of our impact has also been enhanced since 2008 through **research grants** from the AHRC: e.g. **Cornellà-Detrell's** AHRC project *Censoring Cultural Difference in Franco's Spain* has been widely covered by the press (*El Periódico, Engega, Sunday Times, Western Mail, Daily Mail, Business Standard, The Financial Express, Indian Express, bbc.co.uk; Ara, La Vanguardia*; Radio 4's *Today* programme). His research reveals that Spanish publishers are still re-editing books which bear cuts imposed by censors under Franco's Dictatorship, but as a result of the impact of the research they are now implementing new strategies with regard to censored works in their catalogues. **Saunders'** *After the Wall* AHRC network engaged with professionals in the heritage industry in Germany: e.g. Axel Klausmeier, Director of the Gedenkstätte Berliner Mauer (Berlin Wall Memorial Site) and Andreas Ludwig, then Director of the Dokumentationszentrum Alltagskultur der DDR (Documentation Centre of Everyday Life in the GDR). Developing strong bidirectional links with practitioners and policy makers has been one of the four major objectives of the ESRC Centre for Research on Bilingualism since its establishment in 2007. To date it has organized a total of 32 practitioner workshops: e.g. for teachers, dyslexia specialists, civil servants, language planners, policy makers, speech and language therapists and educational psychologists. In addition, the Centre's staff have given a total of 33 public lectures. Much of its research has been of direct value to non-academic users. In 2008, for example, with support from the Welsh Government, it launched the first ever vocabulary test for bilingual Welsh-English children, the *Prawf Geirfa Cymraeg* (**Gathercole** and **Thomas**). It was the first receptive vocabulary test in the world designed specifically for bilingual children and addressed a problem long recognized by practitioners and professionals, i.e. the inappropriateness of assessing bilingual children using measures that have been based on monolingual populations. Jane Hutt, Wales's Minister for Education at the time, described the *Prawf Geirfa* as 'an invaluable tool to assess the bilingual language abilities of children in Wales'.

**Partnerships** with external (e.g. cultural and governmental) agencies are key to our approach to impact and knowledge transfer, and the Research and Enterprise Office at BU has been instrumental in facilitating and transforming this approach.

Established in 1996, BU's unique **Canolfan Bedwyr** continues to be a beacon of KT activity in Wales. Through external training contracts and consultancy work relating to the promotion and enhanced use of Welsh in the workplace it interacts with numerous external organisations and companies: e.g. Her Majesty's Court Service, the Ministry of Justice, Microsoft, the Welsh Government's Department of Education and Skills, the BBC, Sharp, the Environment Agency, the Alzheimer Society, Conwy Council, Rhondda Cynon Taf Council, Carmarthen Council, The Food Standards Agency for Wales and the North Wales Fire & Rescue Service. In 2012 Canolfan Bedwyr was awarded an Inspire Wales award by the Institute of Welsh Affairs for its KT activities.

KT activities and interactions with secondary school pupils are also regularly undertaken: e.g. through *Routes into Languages Cymru* staff have interacted with pupils from 20 schools in the counties of Powys, Gwynedd, Anglesey, Denbigh, Flint, Conwy and Wrexham; in collaboration with Urdd Gobaith Cymru (the Welsh youth movement) the School of Welsh has, since 2009, organized annual week-long residential courses for A-level students of Welsh at their Glan-llyn centre; we ran a session for local A-level teachers of French (2012) to provide them with new teaching materials for A-level and GCSE students; **Saunders** chaired and presented three sessions on the GDR at an A-level teachers' day in London organised by Hodder Education, and, through her *After the Wall* network, materials and worksheets on the GDR have been made available to teachers and students of German via the dedicated network website, which is profiled on TES's online learning resources as well as those of the Goethe Institute. We also produce textbooks for HE which have a world-wide reach: e.g. Korean editions of Evans's *Cognitive Linguistics* (2006) and *A Glossary of Cognitive Linguistics* (2007) were published during the assessment period, and Baker's *Foundations of Bilingual Education and Bilingualism* (a much enhanced 5<sup>th</sup> edition was published in 2011) has sold over 100,000 copies since its first edition and has been translated into Mandarin, Korean, Japanese, Spanish, Latvian, Georgian, Greek and Vietnamese. Through Access to Masters and Knowledge Economy Skills (KESS) postgraduate scholarships, funded by the European Social Fund, we have been able to create 15 research partnerships with external

partners in the translation, media, heritage and publishing sectors: e.g. the translation company Cymen, the media company Cwmni Da and the Welsh National Slate Museum (three PhD scholarships in the area of language planning were also funded by the Welsh Language Board). Our KESS partnership with the Wales Books Council evaluated the impact of its subsidies on contemporary Welsh fiction. The researcher engaged with reading groups, booksellers and authors and his findings will inform future funding plans in this area.

### c. Strategy and plans

Based on existing good practices and structures (e.g. Literature of Wales talks, Canolfan Bedwyr's KT activities) we are well placed to pursue our strategy to further strengthen our impact and to embrace new initiatives. BU's £44m Arts and Innovation project *Pontio* ('To Bridge' – an interdisciplinary research centre and events programme, set to open in 2014, which will foster collaboration between the arts, sciences and the community) will come to fruition in the next REF period. A cultural beacon for the people of Wales and the Welsh language, it has already organised an ongoing cultural events programme and will continue to offer a forum for readings, theatre and cinema performances in Welsh and other languages, as well as community engagement events. Further to this, we will develop an open and virtual academy for free public access to research findings via electronic means. This will include a web portal designed to encourage outside partners to make contact with academics with ideas for mutually beneficial collaboration. Our HR strategy has developed to support impact more fully, with a College Impact Champion, to coordinate and monitor impact training and strategy and meet regularly with Schools' Directors of Research and Impact Officers to develop and implement University and College impact strategies; appointment of impact mentors for ECRs, discussion of impact in the annual PDR, study leaves to pursue impact as well as/instead of pure research. We are also, at present, engaged in specific projects which will come to fruition during the next REF period. (1) Having recently edited a special issue of *Foreign Literature and Arts* on contemporary Welsh Literature in Chinese translation (the first time Welsh literature has been brought to China) **Ying** will continue to bring the literatures of the two countries together, both through her own translations, and through the launch of a major translation competition, in collaboration with BU's new Confucius Centre. (2) Funded by the Coleg Cymraeg Cenedlaethol, **Webb-Davies** and **Thomas** will compile a major new textbook on all aspects of the study of Welsh; it will support curriculum development through the medium of Welsh in all Welsh HEIs. (3) In collaboration with the Coleg, Literature Wales, the National Library of Wales and the Welsh Joint Education Committee (WJEC), *Gwyddoniadur Cymru yr Academi Gymreig* will be updated and turned into a digital open-access resource. (4) In collaboration with the WJEC, a major new open-access digital resource will be created in the field of medieval Welsh poetry for A-Level students.

### d. Relationship to case studies

Our case studies form a seamless part of our general approach to research and impact and provide substantial evidence that the needs of non-academic users have long informed the manner in which research is conducted at BU. In **section b** above it was claimed that the distinct cultural and linguistic milieu of north-west Wales imbues much of our work with a heightened awareness of cultural and linguistic diversity. This awareness is brilliantly borne out in the scholarship of David **Crystal** which forms the basis of a case study on **Language policy, diversity and usage**. The need to sustain the cultural and creative vitality of Welsh as a living language was also identified above. For well over a century at BU, creative practice in Welsh has been undertaken hand-in-hand with the scholarly study of the language and its literature. The case study **Extending the Reach of Welsh-language Creative Writing** derives from this continuing commitment and from the need to project Welsh as a dynamic language of modernity. With evidence relating to the translation of Welsh creative work, this case study also substantiates the claim made above that BU provides cultural capital from Wales to a wider world. As evidenced above, the Centre for Research on Bilingualism provides BU with considerable expertise and future sustainability in the area of language planning and policy in Wales. BU is the only HE institution in Wales where expertise in policy is complemented by highly regarded work in the area of corpus planning. The case study **Welsh lexicography and terminology** highlights this work and provides further information regarding Canolfan Bedwyr's role as one of BU's main KT facilitators.