

<p>Institution: University of Bristol</p>
<p>Unit of Assessment: UoA28: Modern Languages and Linguistics</p>
<p>a. Context</p> <p>A distinctive feature of research undertaken in the School of Modern Languages (SML) is its especially wide range, including the cultures and histories of Europe and Latin America, visual and literary cultures as well as historical studies and linguistics. A significant portion of this research aims beyond academia at a wider audience in the UK and abroad and at external experts such as authors, diplomats, the cultural industries and the creative economies. It has achieved socio-cultural and economic impact with a variety of target audiences by generating an awareness of particular problems of marginalised members of society, by recovering lost knowledge through the presentation of (textual & visual) archival material, by transforming existing materials into a more accessible form, and by establishing interdisciplinary and cross-cultural perspectives on previously narrowly-defined fields of enquiry. It has also contributed to the political sphere through collaboration with politicians and policy-makers, to education through the publication of key textbooks, and to the development of new technologies dealing with film and literature.</p> <p>SML is a key contributor to the organisation and activities of University-wide festivals aimed at the general public. <i>Inside Arts</i> is a biennial week-long festival bringing the diverse work of the Arts Faculty to the attention of wide local and regional audiences and Bristol's creative economy, demonstrating how the Arts and Humanities matter both to society in general but also to individuals. The inaugural festival in October 2011 was initiated by Offord and organised by Stephens. A Twitter channel (200+ followers) and a Facebook page (2000 views) offer evidence for the Festival's impact success; 24% of the audience that provided feedback had never attended university events before. SML Contributions in 2011 included a keynote on Russian poetry (Basker), poetry translation competition and workshop (Mason, Ailes); concert (Hawkins) and public round-table at the Watershed Media Centre on the Impact value of the Arts (Harrow as one of three University panel members). 2013 participants include Allinson, Basker, Brown, Burdett, Foot, O'Rawe, Shilton & Vilain.</p>
<p>b. Approach to impact</p> <p>SML recognises that its wide range of research specialisms and large number of countries and languages studied present the opportunity to reach large public audiences with very different geographical and social backgrounds. Such audiences include UK British and international communities and communities abroad. SML is a public ambassador for modern language studies (broadly conceived) within the UK, demonstrating to local and national audiences that the challenges and experiences of foreign cultures make significant contributions to cultural practices and identities in the UK. Public engagement activities not only disseminate research findings but raise awareness of particular issues, generate new interactive fora and even gather new data for original research (e.g. Langer on Bristolian languages; Pinfold on East Europeans' memories). A forum for Eastern Europeans to reflect with British natives on life behind the Iron Curtain has aroused significant immigrant engagement (Pinfold); the <i>chanson</i> is promoted to a non-French-speaking public via recordings and performances in translation (Hawkins); a new forum for Latin American community engagement in Bristol has been established (Brown); the restoration of previously lost film techniques resonates with Bristol's thriving film industry (Beumers). The aim is to facilitate engagement <i>beyond</i> the offerings of typical media outlets, so SML researchers work <i>directly</i> with museums, cultural agencies, schools, and the general public, retaining control over the quality of knowledge transmission.</p> <p>Impact activity includes numerous collaborative projects with schools. In 2011-12 Brown provided a series of workshops to Y2 Bristol pupils on pirates in Latin America, complementing school topic-work with a new perspective opening up concepts of transgression and 'outsider' status. Pinfold (primary school community governor with responsibility for MFL teaching strategy) runs a secondary schoolteacher forum to facilitate students' transition into higher education, enhancing mutual teaching awareness, thus permitting curriculum adjustment. Langer works with the Graduate School of Education and Bristol museums to highlight the role of language in regional</p>

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identity-formation to A-level students of English Language: increased understanding of linguistic diversity is achieved via workshops with A-level students and public lectures to teachers/PGCE students of English with significant potential for socio-economic impact. SML research also underpins textbooks on Russian language (Offord) and German history (Allinson) widely used in schools and universities across the UK, as well as in armed forces language schools and GCHQ. Brown's sport-related research includes events for children (river-cruise to simulate international sports training regimes) and local sporting enthusiasts (seminar with Arsène Wenger).

Political and social-policy engagement and economic contributions have been made across a range of disciplines. Since 2008 Brown has written fifteen expert reports for Colombian and Venezuelan asylum seekers, his expertise influencing Immigration Tribunal outcomes and thus transforming individuals' lives. In 2012 Offord contributed to the inauguration of the Russian-funded 'Russkiy mir Programme' (set up to popularise Russian language and culture), attended by FCO and Russian Embassy representatives, shaping UK-Russian cultural diplomacy; Baroness Shirley Williams will debate with the 'Shaping the 1970s' research cluster. Contributions are being made to the development of new technologies with marketing applications: with a REACT grant Stephens has begun work with Amblr, a software design team to create a prototype for a timeline app (tablet software) for the reading of literature; cf. also Beumers case study. Four national awards, three at Officer level, mark outstanding overall contributions to UK, French and Spanish culture (Offord's OBE, Harrow's and Hawkins' *Palmes Académiques* and Ginger's *Orden del Mérito*).

SML also makes significant contributions to cultural awareness via the media. During the 2012 French presidential elections Raymond frequently contributed to debates on French secularism (*Al-Jazeera*, *France 24* and *Islam TV*) and British multiculturalism (*France Culture*); Burdett and Glynn prepared the *BBC4* documentary on Italian detective fiction, *Italian Noir* (2010, repeated 4 times); Foot regularly features on radio (*BBC 3/4/5*, *5live*, *Monocle*), on *SkySports*, *Sky News* and *ITV News* and in the *Guardian* with expert opinion on Italian politics, history and sport; Fricker collaborated with BBC radio on a WW1 programme; Tomlinson is developing programme ideas on Renaissance culture with the *BBC* and *Channel 4*. Postgraduate research on Peruvian travel writing (Medd, PhD 2013) led to the foundation of an online radio channel (*Radio Continente*) for oral histories of Latin American migrants in Bristol. Other contributions to public discussion about overseas literature, culture and society (of which little is often known in the UK) include presentations on Italian terrorism and the mafia (*Radio 4*, Glynn, O'Rawe); Russian poetry (*Radio 3*, Basker), Czech culture (*Proms Literary Festival* and *Radio 3*, Chitnis), Spanish literature (British Library, Kitts). Daniels has co-run high-profile public events in 2013 to celebrate Boccaccio's 700th anniversary, including an exhibition at the John Rylands library (Manchester) with public lectures, tours and a study day and exhibition at the British Library and the IGRS (London). Vilain has spoken on Schubert's poets (*Radio 3*), Viennese literature (*Philharmonia Orchestra*) and Stefan Zweig (DAVAR) and advised a multi-media Rilke performance project (Austrian Cultural Forum, London); Langer's 'Bristolian' research reaches local schools and museums. These activities not only inform their audiences, they also challenge mono-cultural presuppositions and social assumptions in the UK.

SML activities impact beyond the UK in similar ways: Crow's studies of Chilean indigenous peoples raise awareness of their history and contribution to nation-state formation; Brown's work on Venezuela demonstrates the influence of British & Irish mercenaries in the C19 wars of independence; in work on multilingual identities of the German-Danish borderlands Langer challenges the role of schools in language-learning policy aimed at protecting minority languages. Foot is external consultant for a museum project in Bolzano Italy in an area built under fascism in the 1930s and largely demolished in the post-war period. Beumers is frequently a member of international juries for film prizes, most recently in Armenia, Russia and Poland. PGR contributions here include studies of eco-tourism in Chile, working with indigenous communities to help market hotels/residencies without compromising cultural heritage (Schmitke, AHRC-funded PhD). Stewart (MA Latin American History 2011) used research findings in Colombia on the economic potential of travel to inform gap-year companies' policy in Costa Rica, Ecuador and Bolivia.

c. Strategy and plans

Bristol SML regards impact as an integral part of all research processes, from conception via planning, researching, publishing and public engagement. In 2011 strategic oversight of impact

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was transferred from Subject Leads, Head of School and Deputy Head (Research) to a single Impact Director, who sits on the SML Research Planning Group (RPG) and the Faculty Impact Committee. The Impact Director will continue to coordinate identified case studies, support impact activities within emerging research projects and identify areas of shared experience and methodological overlap out of which stimuli for innovation may emerge. RPG and a School grant bid scrutiny process ensure a flow of good practice and impact experience and ensure the inclusion of appropriate impact costings. Researchers have access to a number of university support facilities, notably Research & Enterprise Development (RED) and the Centre for Public Engagement (CPE), which supports in many ways, e.g. identifying venues, facilitating publicity and audience contact, including follow-up. The Impact Director receives Faculty input on best practice and fresh insights from RED, which also includes substantial and highly effective University-level financial and logistical support. The SML budget also includes dedicated lines for impact development and pump-priming in addition to School-wide and subject research activity funds. The case studies detailed separately represent the result of continuous investment and encouragement of impact and public engagement. These mechanisms are designed to enhance and improve connections between research-active staff and key representatives of impact audiences.

In 2013 three major events have been arranged to demonstrate the diversity of research impact, focusing on the 150th anniversary of Italy as a nation, the representation of Islam and the Islamic world in France, Germany and Italy, and historical/cultural investigations of the 1970s from a transnational perspective. Future impact case studies have been identified and are underway. These include O'Rawe's AHRC-supported work with Italian cinema audiences in collaboration with Italian Third Age NGOs; Chitnis' AHRC-CDA work on BBC holdings of WWII Czech radio programmes; work with Bristol Opera (Ailes) and the Chilean National Mapuche Museum (Crow), and a project on the Languages of Bristol (Langer, in collaboration with UWE and Bristol museums). Williams' ongoing work on the historical background to natural hazard events with volcanologists and the Cabot Institute, promises significant impact in areas well beyond the expected reach of Modern Languages. Future impact activity is embedded within AHRC-supported projects on Transnationalizing Modern Languages (Burdett) and a digital critical edition of the works of Arthur Schnitzler (Vilain).

d. Relationship to case studies

The case studies reflect the diversity that underlies the SML approach to impact and the range of external engagement, public and professional, local and national, that underpins it. They represent four constituent departments (French, HiPLA, German, Russian) and four quite distinct fields (music, history, memory studies, film). They all emerge from collaborative activity and are aimed at a disparate range of audiences: Beumers' work is received by film experts and Russianists; Pinfold's engages the East European community in Bristol with sociologists, historians, and experts on memory studies; Brown's informs policy makers, diplomats, and cultural agents; Hawkins' translations, adaptations and performances of the French *chanson* reach popular music venues across the country. Successful impact has necessitated engagement with a wide range of external bodies: Local government (Bristol City Council), national and overseas governments and agencies (FCO, foreign embassies), cultural institutions and creative agencies (BBC, the British Library, literary festivals across the UK, and numerous museums, such as the MShed in Bristol and the National Media Museum in Bradford) and private enterprises (Amblur, Aardman). These will contribute significantly to raising inter-cultural awareness and encouraging different user groups to challenge their social assumptions, as well as to the British economy through the development of new technologies and collaboration with museums and other cultural institutions. These are all factors identified above as central to the impact approach in SML.