

<p>Institution: University of Stirling</p>
<p>Unit of Assessment: D36 Communication, Cultural and Media Studies</p>
<p>a. Overview</p> <p>This submission presents a portfolio of research in Communication, Cultural and Media Studies which has benefitted from a substantial renewal and strengthening of the staffing base during the REF period. Through this exciting phase of change and growth it has been our policy to retain the breadth of research expertise characteristic of the field at Stirling. The range of specialisations, which encompasses research output in the humanities, social sciences and management, has continued to give due priority to strengths in film and to screen studies generally while also retaining a long-term focus on media sociology. We remain committed to theory-driven research with ever-growing relevance beyond the academy. The availability of significant investment for new appointments has allowed both a reshaping of specific long-standing research themes and development into new areas of specialism, including a Centre for Gender Studies, which help drive the field forward. Our staffing strategy has delivered a balanced cohort of colleagues combining enhanced senior research leadership capacity with early career talent. Our organisational location within the large, broadly based School of Arts and Humanities has facilitated a further strengthening of cross disciplinary collaborations within the University while our long tradition of research collaborations with other institutions continues to flourish.</p>
<p>b. Research strategy</p> <p>Our strategy is grounded in the long tradition of film and media studies at the University of Stirling. We remain committed to the goal of maintaining a broad presence in the field of Communication, Cultural and Media Studies, producing research which collectively contributes to its humanities, social sciences and management-facing dimensions. The capacity of our researchers to support each other through a breadth of research perspectives and methods continues to be a central principle of our approach. For many years we have benefited from our ability to research in areas ranging from public relations to film theory. High quality research evidenced through publication, funding outcomes, impact and doctoral activity, with a basis in a particularly comprehensive engagement with our field as a spur to innovative thinking, will remain a strength at Stirling.</p> <p>An example of this can be taken from our recent funded research activity where projects range from climate change communications through work in locality and heritage, the curating of experimental film, and cultural memory in the screen industry. The encouragement of a disciplinarily broad research agenda continues to suit the collective preferences of our staff and is also one of the drivers of our recent recruitment of high quality researchers, who have been attracted by the inclusiveness of our approach. It also maintains our competitive position to attract research funding from a range of sources, including within the Scottish funding and policy environment. For example, our Scottish Cultural Memory Project, run with screen producer Peter Broughan (long-term John Byrne collaborator and producer of <i>Rob Roy</i>) has specifically addressed funding priorities of Creative Scotland. Similarly the breadth of our portfolio enables us to pursue large scale, collaborative ESRC funding, a recent example being a major proposal on identity and entitlement in the context of the 2014 Glasgow Commonwealth Games led by Stirling (Haynes, Blain) in collaboration with Loughborough, Edinburgh and Northumbria.</p> <p>In Film and Cinema we have added a broader range of perspectives to our traditional strengths. Izod has continued as a very active member of part-time staff following his formal retirement, leading a major AHRC funded project on The Cinema Authorship of Lindsay Anderson (2007-10) and completing a substantial monograph (with Dovalis) on Cinema as Therapy to be published in 2014. Ezra's research on contemporary French and European film is enhanced by the appointment of Davies (Chair, 2013) with her focus on contemporary Spanish cinema. Both contribute to our broader range of interests in identity and gender and also open innovative</p>

collaborations with colleagues elsewhere in the School of Arts and Humanities, notable examples being in the areas of strength of postcolonial cinema and the Gothic. **Montanez** brings further interests to this grouping drawing together postcolonial, gender and identity questions with a particular interest in women writers, artists and filmmakers in Latin America.

Lovatt's work on screen acoustics and incarceration is an exciting addition to our research on cinema, while offering rich collaborative opportunities with researchers in other academic areas, not least Criminology, where Lovatt brings an established group of research contacts. **Kaapa's** ecocritical screen research anticipates what will become a rich field in media and cultural studies, widening existing environmental work by Hibberd. His writing on Kaurismäki is of considerable relevance to our research on Scottish screen themes by Neely and Blain. **Singh's** appointment in 2013 is developing new directions in cinephilia, cinema aesthetics and popular film. **Rolinson** (2009) brings expertise on British film and television drama. These appointments have maintained our strong commitment to screen studies research during a period when established researchers including Kilborn and Macdonald have retired.

Boyle's appointment as Chair in Feminist Media Studies (2013) relates in several ways to the unit's future research strategy. Her work spans both the textual dimension of screen studies and its socio-cultural context, from a feminist/gender studies perspective, particularly concerned with the apparatus of screen pornography. Her appointment (2013) completes a reconfiguring of screen work at Stirling in which **Neely** (2007) and **Lindner** (2011) have brought distinctive strengths in gender studies/queer studies. The appointment has already catalysed infrastructural development to concentrate the University's existing strengths across academic units both inside and outside Arts and Humanities, through the establishment of a new research centre, the Centre for Gender and Feminist Studies. This will provide an interdisciplinary home for staff and postgraduate research in the field and facilitate impact engagement work having involved key stakeholders from local and national non-governmental organisations in its development from its earliest stages.

We have intensified our research strengths in Journalism through attracting staff with excellent research ability and the requisite professional strengths in both Public Relations and Journalism. Journalism research at Stirling is now weighted toward the social sciences (**Hadland, Dekavalla**). The addition of Hadland's research on international dimensions of media state relations to that of Dekavalla and Blain on the media needs of Scotland/UK and their civil societies widens a Stirling tradition of research into the ideological and political functioning of the media. In a wider sense this is part of a redeveloping approach to representation, ideology and politics in our work. This research is rich in impact activity and potential. For example, Lovatt's research on acoustic and penal dimensions of cinema, and Kaapa's on ecocritical cinema, is highly innovative and also linked to pressing concerns outside the academy, in debate over carceral process and terrorism on the one hand, and eco-policy on the other. The publication of **Hibberd's**, *The Media in Italy*, was celebrated with an eponymously-titled research conference held at the Italian Cultural Institute and University of Edinburgh where 80 international media specialists discussed issues relating to the book, especially Silvio Berlusconi, Italian film and public service broadcasting.

c. People, including:

i. Staffing strategy and staff development

We have enjoyed a period of sustained investment from the University, enabling the recruitment of new colleagues to replace retirees and those moving elsewhere. We have sought to strengthen our senior research leadership with professorial appointments (Boyle, Davies) while also investing in research futures with early career appointments (Dekavalla, Lindner, Lovatt, Montanez). We have also attracted established researchers to join us (Hadland, Kaapa, Rolinson, Singh). We have achieved, therefore, a strong and sustainable cohort of researchers and our forward strategy is to maintain this balance.

Supporting the development of colleagues as researchers is a top priority, with a particular focus on mentoring and encouraging our early career staff. *Achieving Success*, the University's appraisal system, is designed to identify staff training and development needs and to agree annual goals

which involve mutual obligations on the part of the institution and its staff. Progress against agreed objectives is then reviewed regularly. We have emphasised the research component of the process to set and support research expectations appropriate to the career stage of each colleague. The process is linked directly to the School's wider frame of support, providing the formal underpinning for year-round mentoring, as well as establishing priorities for the allocation of resources to support conference and symposia activities. At University level, a generous research leave scheme provides one semester's leave in seven and the Workload Allocation Model protects at least 40% of staff time for research. These measures allow all research active staff substantial dedicated time for developing, conducting and disseminating research. Staff at the beginning of their research careers also benefit from lighter teaching loads than other colleagues, and care is taken not to offset this benefit by imposing inappropriate administrative burdens upon them. Evidence reported through *Achieving Success* has consistently demonstrated that staff at earlier career stages have found that their research output benefits from support in Division, School and the institution more generally.

Effective mentoring is crucially important and takes place in several ways. All newly appointed staff have research mentors dedicated to them from among the experienced research staff. Boyle has overall responsibility for the research mentoring process as part of a specialised professorial role in research infrastructure management. We have also been fortunate in retaining the experience of senior colleagues **Izod** (on a fractional contract) and **Kilborn** (on an Honorary Fellowship following his retirement) to provide invaluable mentoring expertise for less experienced staff. Blain, Hibberd, Haynes, Boyle, Izod and Kilborn have all been heavily committed to research mentoring roles.

Considerable further support and mentoring is provided formally through internal peer review within the unit and the wider School on the development of research funding applications and applications for PhD studentships. Haynes has taken prime responsibility for this support within the unit. Informal mentoring is also very important. The culture amongst colleagues is interactive, and less experienced staff in practice frequently seek advice on research matters on an ongoing basis as part of routine academic life in the unit.

An encouraging sign of a strengthening staff retention policy is our success in supporting colleagues to secure promotion. In 2013 all three promotion requests from the unit were successful, two for senior lectureships, one for a professorship.

More generally, staff are supported in developing and enhancing their research through conference attendance, publication, research bids, PhD supervision and outreach activities. Recognising that individual staff at different stages of their research development will require specific kinds of support, and given the present accent on staff at an earlier phase of their development, support has been given to establishing a sound publication base and early career awards, gaining experience through small grant applications and conference and symposia activity.

The University was one of the first signatories in the UK of the Concordat to Support the Career Development of Researchers in 2009, with its implementation earning Stirling the EU HR Excellence in Research Award in 2011 and renewal of the Award in 2013. The University has a strategic commitment to valuing and promoting equality and diversity in research careers and this work is championed by an established network of equality contacts. Flexible working is available to those with caring responsibilities, there are clear policies on consideration of career breaks and part time working in terms of advancement and promotion, and there are strengthened guidelines for appointing committees to address equality issues. The University signed the Athena SWAN national charter for women in science in 2011 and gained the bronze level institutional award in 2013. We are now actively pursuing the Athena SWAN silver award and the principles and practices behind Athena SWAN are utilised across all academic areas.

ii. Research students

We regard PhD supervision as an essential researcher development activity as well as vital to our research culture. All staff are expected to be involved in postgraduate research supervision. Our recruitment process has placed emphasis on either evidenced research student supervisory experience, or clear potential, explored at interview, for all staff. One of the questions routinely considered by appointing committees in the University and explored with candidates is their approach to their own development and practice as PhD supervisors. Support is provided for staff as effective supervisors and, for those in early career phases, participation at the earliest opportunity in supervision roles in partnership with more experienced colleagues is prioritised.

Mirroring our continuing strategic commitment to a varied research base at discipline level, the recruitment of PhD students encompasses a relatively broad disciplinary range, with students whose prior expertise may be variously in arts and humanities, the social sciences and management studies. The varied expertise and specialism range of our staff lends itself to the growth of a disciplinarily and methodologically diverse doctoral student cohort, providing a further enrichment to our research culture through postgraduate seminar programmes.

Our postgraduate students benefit from a supervisory system developed to meet a range of needs, including induction and close monitoring. All new entrants are expected to complete a structured first-year programme, which equips them with the necessary research tools and leads to a rigorous Initial Period Progress review at 10 months (15 months for part-time students). Doctoral research students are required to participate in a weekly workshop (attended by academic staff) where issues relating to research practice are discussed and where students make presentations of their work. The range of disciplinary specialism of our doctoral students continues to make this interchange very rewarding, given opportunities to study differing methodological approaches through peer contact. Research students have their training needs reassessed annually as part of a formal university procedure and also at unit level every six months, where there is an interim formal review. Additional generic training and career development sessions are provided by the Stirling Graduate School.

Postgraduate support meets the norms and requirements of the AHRC, BA and ESRC. Part of the unit's research budget is ringfenced to support postgraduate activities. Each year we enable PhD candidates to participate in the annual summer school of the European Doctoral Network of ECREA. Stirling is a founding member of the Network, which offers the participants important opportunities for intellectual exchange. The support processes for postgraduate researchers is under continuous review and enhancement. For example, the School of Arts & Humanities has instituted (2013) a research training programme for all postgraduate researchers within the School, which addresses subject specific, generic and employability training. Students choose from a menu of training modules under each heading and successful completion of these becomes part of their formal University record.

During the census period the number of doctoral students registered peaked at 30, with 26 students currently registered. There have been 14 completions during census period.

d. Income, infrastructure and facilities

Income

Despite a shift in staffing profile toward researchers in earlier phases of their career our research income generation has improved by comparison with the census period for the last RAE, all of CMC's staff in place before 2011/2012 having continued to successfully fund projects. Grant income at September 2013 totals over **£435,000**.

- Blain, with Haynes and external non-academic partner, Scottish Cultural Memory Project, first year funding (Creative Scotland) **£80,000** (2012-13). A second tranche of £80,000 has been awarded by Creative Scotland from 2014.

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- Haynes, AHRC, Care For The Future Exploratory Award: 'From The Sporting Past To Future Wellbeing: Intergenerational Sports Heritage in Glasgow's Southside', Principal Investigator, 1 February 2013 – 31 October 2013, **£18,752**.
- Haynes, with academic partners in Criminology, Law and non-academic external partner, Scottish Government, Evaluation of the Offensive Behaviour at Football (Scotland) Act, 1 July 2013-30 June 2015, **£154,528**.
- (Haynes) AHRC: Research Leave Scheme, 'Behind the Mic: A Cultural and Oral History of Sports Commentary', Principal Investigator, 1 February 2008 – 31 May 2008. **£29,125**.
- (Neely) AHRC Early Career award: Margaret Tait: Poetry and Experimental Film (2011) **£50,187**
- (Hibberd) UKIERI grant (on climate change communications in India and the UK) **£47,000 + £7000** for dissemination, **£54,000** total
- Hibberd, with Blain, UKIERI grant (media education and training and capacity building in India, **£46,000**

Small grants include: (Haynes) Carnegie Trust: 'Played in Black and White: The First 30 Years of BBC Television Sport', Principal Investigator, Awarded 29 June 2010, £2,120; Hibberd, Carnegie Trust, Crisis, Communications and Flooding in Vietnam, £1900, 2012.

The division made one of the University's two successful Leverhulme Early Career Fellow bids in 2010, enabling Dr Jen Birks (with **Blain** as mentor) to work on a media/civil society research project from 2010-2012.

Infrastructure, facilities

All research staff are members of the Stirling Media Research Institute, which functions as our research arm providing an automatic research identity for all academic staff and research students. Reference has been made above to support for early career researchers and formal and informal mechanisms for research support. Research applications are strongly supported by the University's Research and Enterprise Office who provide a designated Research Development Manager and Funding Officer for the School who are physically based in the School for part of each week. This has, for example, proved a crucial relationship in achieving and running the Scottish Cultural Memory Project (2012-). Sustained support is also available for research bids, for example the costings for a major ESRC proposal submitted from Stirling in June 2013, on the subject of the Glasgow Commonwealth Games, with partners in Loughborough, Edinburgh and Northumbria universities. The Arts and Humanities School offers further peer advice, while the University's STORRE (Stirling Online Research Repository) is a major dissemination mechanism for staff research.

e. Collaboration and contribution to the discipline or research base

Collaborations involving staff take several forms, including research funding applications which have involved partners in India (UKIERI), Vietnam (Carnegie Trust) and the UK (bids to ESRC, including ongoing bids) and also non-academic partners such as NGOs and the BBC in successful bids for Creative Scotland and AHRC funding. Impact research by Blain, Hibberd, Haynes, and Neely has by definition involved a range of external partners in government and industry. Membership of subject associations such as MeCCSA, SMCA and groupings such as ECREA and IAMCR are a significant factor in our research activities (Dekavalla organized SMCA's annual conference in Glasgow in 2013) as well as partnership links with other institutions in the postgraduate field (Lund, Pompeu Fabra) which have a research dimension. Hibberd organized three Voice of the Listener and Viewer Scotland conferences during 2008-2012 with partners from the BBC, ITV, BBC Alba, the Hansard Society, the Scottish Youth Parliament and local radio and television. Co-editing and co-writing collaborations have characterized work by a number of staff, such as Neely, Kaapa and Boyle.

Editorial contribution

Blain is founding co-editor of *The International Journal of Media & Cultural Politics* (with Prof K.

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Sarikakis, University of Vienna).

Kaapa has edited several collections on Nordic cinema:

Kääpä, Pietari. (ed.) 2012. *Directory of World Cinema: Finland*, Bristol: Intellect.

Kääpä, Pietari and Laine, Silja (ed.) 2012. *World Film Locations: Helsinki*, Bristol: Intellect. Kääpä,

Pietari and Seppälä, Jaakko (ed.) 2013. 'Transnationaali suomalainen elokuva' (Transnational Finnish Film Culture), special issue of *Lähikuva*, 3/2012. Kääpä, Pietari and Gustafsson Tommy (ed.) 2011. *Film International* special issue, 2, 2011.

Kääpä, Pietari (ed.) 2007. The Cinema of Aki Kaurismäki: the Politics of Contradiction, *Wider Screen* 2/2007.

Neely edited the first major collection of Margaret Tait's poetry, stories and writings (Carcenet, 2012). Blain co-edited the first large-scale collection of writing on the Scottish media (EUP, 2008).

Rolinson is editor of *British Television Drama* (www.britishtelevisionsdrama.org.uk) 2009-present, incorporating his *Play for Today* resource, 2002-present and since 2013 editor of *Neil Sinyard on Film* (<http://neilsinyard.britishtelevisionsdrama.org.uk>), 2013-present.

Hibberd has edited a climate change Communications Special Issue of *The International Journal of Media & Cultural Politics* (2013).

Hadland is on the editorial board of *Ecquid Novi: African Journalism Studies* (Taylor & Francis).

Haynes is on the editorial boards of the *Online Journal of Communication and Media Technologies*; *Communication and Sport* (Sage) and the *Global Media Journal*.

Ezra is on the advisory boards of the journals *Studies in French Cinema*, *French Cultural Studies*, and *Studies in European Cinema*, and on the editorial board of the *Film Studies* book series at the University of Edinburgh Press.

peer review, research councils

Blain, Haynes and Izod are members of AHRC's Peer Review College and Blain serves on Panel D. Blain has also acted during the census period as reviewer and rapporteur for ESRC and referee for other funders such as Carnegie and Leverhulme. Haynes has been a peer reviewer for the Social Sciences and Humanities Research Council of Canada (SSHRC, 2013) and the Leverhulme Trust.

Peer review: examples include Boyle's reviewing for *Television and New Media*; *Screen*; *Feminist Media Studies*; *European Journal of Cultural Studies*; *Women's Studies International Forum*; *Crime, Media, Culture*; *Violence Against Women*; *The Communication Review*; *Journal of Criminal Justice and Popular Culture*; *Ethnography*; *Journal for Philosophy in the Contemporary World*; and *Sexualities*. Also peer review of manuscripts for Wallflower Press; peer review of book proposals for Routledge, Blackwell, Zed, Palgrave and IB Tauris.

Haynes: Peer review for international journals including *Convergence*, *Journal of Media History*, *Ethnic and Racial Studies*, *International Journal of Sports History*, *Journal of Media Management*, *Media, Culture, Society*, *Journal of Sports History*, *International Review for the Sociology of Sport*, *European Journal of Sports Management* and *Television and New Media*. Peer review for publishers including Routledge, Lawrence Erlbaum, Palgrave MacMillan, Edinburgh University Press, Sage and McGraw-Hill.

Lindner is a peer reviewer for *NECSUS – European Journal of Media Studies*. Neely has refereed book proposals during the census period for Routledge, Taylor and Francis, and Palgrave Macmillan. Rolinson: reader reports for Manchester University Press, and publishers/journals including *Journal of British Cinema and Television*, *New Cinemas*, *Scope* (2005-present), *InMedia: The French Journal of Media and Media Representations in the English-Speaking World*.

Conference keynotes and major conference invited papers:

Hibberd (on climate change): Thailand, Climate Change conference 2010; ICA 2011; Association of Business Communicators, India 2011 and 2013; Indian Institute of Management and Marketing, Delhi 2013; IAMCR 2012; ECREA 2012; RIPE 2012; Public Relations Council of India, 2012; University of Sussex, 2013; Social Media Media Conference, Boston University, 2013; MIT, Boston, 2013. (on Italy/PSB themes): Prix Italia, Turin, 2010 and 2011 (invited speaker); RAI, Rome, 2009 (keynote); invited speaker on international teaching and research cooperation in Vietnam, Hanoi and Manchester 2009 (keynote); London 2010, invited; HCMC (2011, keynote); Hanoi, 2011 (invited speaker); Political Communication conferences, LUISS, Rome, 2012 and 2013.

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Boyle, *keynotes, on pornography, violence against women, feminist film: conferences at Gender, Justice and Media*, UNAM & the Supreme Court of Mexico (audience of parliamentarians, academics, media professionals), Mexico City, October 1st 2010; *Gender & Media*, University of Coimbra (Portugal), October 22nd-23rd 2009; *Violence Against Women: Histories, methodologies, activism, research*, University of York (Centre for Women's Studies), May 30th 2008: also 'So what? or: Studying media in the context of violence against women', University of the West of England, November 23rd 2011, others include Scottish Consortium for Film & Visual Studies: Mapping Scotland, University of Glasgow, June 24th 2008. Invited seminars eg Coimbra, Portugal, May 2008; Department of Sociology, Edinburgh, 2008. *Other invited presentations* include: "Producing abuse: Selling the harms of pornography", Sex/Money/Media conference (Women in View and Simon Fraser University), Vancouver, October 16th 2010; "The dark side of hard core: Critical documentaries on the sex industry", Creative Freedom: Libertarianism and Contemporary Practice Study Day (Glasgow School of Art), May 14th 2009.

Colleagues also delivering papers in the gender/feminist/queer studies field in the period include Lindner, who delivered a number of papers on related themes at conferences from 2008 -2013 including *Cinema of Sensations: XIV. International Film and Media Studies Conference* in Transylvania, Cluj, Romania, May 2012, *Screen in Glasgow* in 2010 and 2012, the *Film-Philosophy Conference 2012*; Kings College London/ Queen Mary, University of London/ Kingston University, September 2012; and conferences at St Andrews and De Montfort in 2013.

Haynes's conference keynotes/major invited papers on sport themes include:

International Congress: 15th '*Carrefour d'histoire du sport*' 'Hosting, organising and celebrating the Olympics', Rouen (France), 29-31 Oct. 2012; Invited paper at the 12th *Internationales Symposium Sport und Ökonomie*, St. Pauli Stadion, Hamburg, Germany, 1-2 June 2012; Invited plenary paper at *Family and Sport in an Online World*, University of Aarhus, Denmark, 7-8 May 2012; Keynote Lecture, International Conference on *Media and Sport (INCOMES), Media and Sports Mega-Events*, 27th to 28th October 2010, University of Porto, Portugal; Euro-Pop: The Consumption and Production of a European Popular Culture in the 20th Century, Hosted at the German-Italian Centre Villa Vigoni, 8th to 11th of June 2009; 'Understanding Oral Histories of BBC Sport', Media Communications and Cultural Studies Association, Annual Conference, National Media Museum, Bradford, Friday 16 January 2009.

Doctoral examination examples include (Haynes) PhD, Christopher Porter, 'Cultures of Resistance and Compliance: Football Fandom and Political Engagement in Manchester'. Manchester Metropolitan University, January 2012; European Mention Doctorate, *English – Spanish Contrastive Analysis of Football Match Reports in Printed Press. From Description to Applications / Análisis contrastivo inglés – español de las crónicas futbolísticas en la prensa escrita. De la descripción a las aplicaciones*. University of Leon, Spain, 2009; (Blain) *The Cultural Psychology of Football in England and Scotland: History, Economics, National Identity and Nostalgia* (University of East Anglia, 2009/10); PhD by publication on political journalism (UWS, 2009); *Documentary practice as ethnographic research: a self-reflexive approach* (Edinburgh Napier, 2013); (Rolinson), Ph.D. at University of Roehampton, 2012/January 2013.