

<p>Institution: University of Central Lancashire</p> <p>Unit of Assessment: 36 Communication, Cultural and Media Studies, Library and Information Management</p> <p>a. Overview</p> <p>The subject teams within this Unit of Assessment (UoA) are located within the School of Journalism and Digital Communication. The unit has earned £764,993 of research funding during the current REF period, which is nearly twenty times more than the income earned during RAE 2008. It has established a wide range of collaborative research relationships that stretch across industry and academia, both nationally and internationally. These include, for example, MIT, the universities of Dundee and Surrey and major media brands such as Nokia and Sky. To further this strategy the Journalism and Digital Communication School and university have invested significant amounts of money in the unit's work on digital media, most particularly via the Media Innovation Studio (MIST), which has research and innovation as core functions. This level of investment has resulted in the generation of significant new projects and relationships, such as 'Interactive Newsprint', an 18 month £372,320 ESPRC funded project for which the unit provided the Principal Investigator. The investment has generated also international industrial relationships that not only represent useful examples of impact, but considerable potential for innovation related income from industry overseas and in the UK. The unit and MIST within it are pursuing a multi-track strategy to ensure that our future research is financed by successful funding bids (it now has a considerable track record in this regard) and research derived innovation spin-offs, as well as QR funding.</p> <p>The unit's research strategy has focussed also on developing the quality of its outputs and new talent. In the 2008 RAE 15% of the team's outputs were assessed as 4 star and 20% were given a 3 star rating, with 35% being awarded 2 stars. Significant tailored investment has been put into the further development of research skills and new researchers during the current REF period. Amy Binns, Francois Nel, Georgina Gregory, and Andrew Hobbs are all new researchers who were not in the 2008 RAE.</p> <p>The unit's track record in impact is long established, with the underpinning research for one of its case studies (that on the EU) going back to the 1990s. Well evidenced, significant impacts have been recorded in both the industrial and political fields, as the case studies show.</p> <p>All of the above, the significant and carefully tailored commitment to enhancing further the quality of research outputs and developing new talent, the substantial post-2008 increases in the capture of research funding and the long-term commitment to the development of significant research impacts, illustrate the developing depth and strength of the School and the unit's research culture.</p> <p>b. Research strategy</p> <p>The core aims of the Journalism and Digital Communication School research plan are to produce research that is nationally and internationally recognised for its quality of outputs, the significance and reach of its impact, the extent of its public engagement and the relatively high levels of funding that underpin it. All of this is being built around the five themes that organise the unit's research:</p> <ol style="list-style-type: none"> 1) European film (Ewa Mazierska, Eva Naripea and Elzbieta Ostrowska) 2) Popular Culture (Georgina Gregory, Anandi Ramamurthy, Pete Atkinson) 3) The news media in Africa (George Ogola, Motilola Akinfemisoye, Sally Deffor). 4) The Future of Journalism/Communication (Peter Anderson, Paul Egglestone, Francois Nel, George Ogola, Motilola Akinfemisoye, Sally Deffor, Nancy Fielder). 5) Journalism and Politics/Democracy (Peter Anderson, George Ogola, Andrew Hobbs) <p>Overall, the School's research strategy can be divided into a number of related strands, all of which combine to help realise the plan set out above.</p> <p>Support mechanisms for researchers: as explained in sub-section C, research quality and</p>
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quantity is being developed across these areas by individually tailored support mechanisms. These range from a sophisticated system of personal mentoring, to the facilitation of internal collaborative research ventures through virtual or human 'matchmaking', to traditional methods of support, such as the provision of funding to facilitate fieldwork, conference presentations, bid preparation and sabbaticals. The School is also further developing its research information collation and distribution systems to provide researchers with early alerts to potential sources of research funding, etc.

Building on solid foundations: each of the above research themes is being developed around individuals with established track records in the relevant fields. This expertise centred approach is intended to ensure that appropriate notions of quality control are built into the team's work, with a further layer of overall guidance and quality checks being provided by the team's two senior academics. With regard to **European Film**, for example, Mazierska, the sub-team leader and Professor of Contemporary Cinema, has published four monographs and over twenty journal articles and book chapters devoted to different aspects of European cinema from 2008 onwards, such as: history, memory and politics; representation of work and gender; adaptation and the work of émigré directors. A large part of her work concerns Eastern European cinema. She is a co-editor of a peer-reviewed journal, *Studies in Eastern European Cinema* and of two volumes, devoted to this cinema, *Polish Cinema beyond its Border* and *Postcolonial Approaches to Eastern European Cinema: Portraying Neighbours on Screen*, both published during 2013. In addition, she has edited a special dossier on film and work for 'Framework' and is a member of the advisory boards of a number of film journals. She has organised a number of key national and international conferences on Film (for example, *Marx and the Movies*, 2012). She is a key participant in international Film Studies networks and recently her work has been part-financed by the Polish Film Institute, the Adam Mickiewicz Institute and the Polish History Museum. Ogola has published widely on **the African news media** since 2008. His work sits within a well established international dialogue on the African news media and his ideas are developed within the regular web/conference interchanges between the members of that conversation, one that stretches across Kenyan, South African, American and UK universities. With regard to **The Future of Journalism/Communication**, Anderson is the initiator of *The Future of Journalism* series, being lead editor for and contributing several chapters to *The Future of Journalism in the Advanced Democracies* (Ashgate, 2007) and taking on the same role for *The Future of Quality News Journalism: a cross continental analysis* (Routledge, 2013), which has been issued in the publisher's 'Research in Journalism' series. Team members have been regular participants in international conferences on the future of journalism, with Anderson recently being externally funded to speak in Leiden and Oslo, for example, and Nel, Egglestone and Ogola speaking at conferences in the USA and South Africa. With Egglestone, Anderson has also published a unique analysis, with detailed accompanying case study, of how the future quality of BBC news online can be measured and improved and has recently taken on two new PhD students as part of the teams journalism futures initiative. One is exploring future strategies for news narrative among other things, while the other is looking at how the press operation of the European Parliament might better take advantage of the opportunities opened up by new technologies and social networking. Egglestone has been at the forefront of research developments relating to the use of bespoke digital design and innovation to facilitate the practice of both community journalism and community participation and currently is working, among other things, on a key project investigating the most effective ways of using interactive print technology in newspaper production. He has received substantial amounts of external funding to facilitate his work from a number of bodies including the AHRC and the EPSRC and his recent research partners include MIT. In the case of **Popular Culture**, Gregory's research is concerned with visual culture and the representation of identity in popular music. Her monograph on tribute bands was published in 2012 and she has published a variety of articles devoted to various aspects of popular entertainment, such as boy bands and popular music and grieving, with more due to come out during 2013/14. She is a regular participant in international conferences in this field. Ramamurthy's research interests include visual representations and agency; history, heritage and memory; commodity culture and photography. Her current work includes investigations of the ways in which race is culturally represented through a variety of formats, including advertising. Finally, with regard to **Journalism and Politics/Democracy**, Anderson has extensive experience of writing analytically about politics and the relationship between journalism and democracy. He has published a number of authored and

co-authored/edited books (with Routledge, Continuum, Longman, Ashgate and Rodopi) and journal articles on both politics and journalism and democracy since 1996, including articles in the *Journal of Common Market Studies*, the *European Journal of Communication* and *European Studies: An Interdisciplinary Series in European Culture, History and Politics*. He has been externally funded to speak at a number of international conferences on these themes and has been funded by, for example, the UK Foreign Office to produce consultancy reports on matters directly relating to political communication. Egglestone also has worked with Anderson in this field, producing a chapter on the future of television political journalism in *The Future of Journalism in the Advanced Democracies*. As mentioned above, Egglestone has been a key participant in a prestigious ESRC funded community journalism project, BESPOKE, among other things, the published outcomes of which include an article detailing the project's unique contribution to enhancing the relationship between journalism and local democracy within one of the UK's toughest housing estates.

Expanding Collaboration: in order to internationalise the content and impact of its research and provide the unit with the necessary links and opportunities to increase further its already substantial research funding and, by so doing, enhance its international reputation, a key strand of the unit's research strategy promotes collaboration. This is encouraged in an interdisciplinary context as well as within the relevant discipline areas in order to maximise the breadth, depth and richness of its research. It has resulted in the establishment of academic and industrial research links that stretch across Europe, North and South America, Africa and India and includes distinguished international media researchers, such as Paolo Mancini, excellent universities such as MIT and leading figures within several of the world's top news media brands. Representative detail of the unit's collaborative ventures is provided in sub-section e.

Multiplying impacts: a key strand of the unit's research strategy is the broadening and deepening of the impact of its research. It has already achieved significant impacts in two key areas of its work, as explained in the overview and evidenced by the impact case studies. Additional to the latter are, for example, the impact on communication within one of the most deprived housing estates within the UK of the ESRC funded BESPOKE project and the impact on the news industry of the transfer of the research work that Nel has been doing on its future to international industrial discussion forums that he has been a key player in organising (see, for example, <http://smartden.eventbrite.co.uk>). Nel's work is one of the most recent examples of this policy of increasing further the number of significant impacts that the unit's research work produces.

Increasing the amount of public engagement: The unit has been steadily increasing its commitment to public engagement, most particularly through the work of MIST, where the excitement of innovative technology has a powerful potential for interesting and engaging the public in the unit's research. BESPOKE is an example of a funded research project that engaged directly with a local community in a range of different contexts and involved them directly through a variety of different means. These included the trialling of technologies and contributing to decisions about how the project could best serve them. Most recently, MIST were key players in the construction of high visibility installations in the centre of the City of Preston. In conjunction with their partners from the university's Engineering Innovation Centre, they demonstrated to the public the applications of drone mounted camera technology and the possibilities of using it within journalism and a variety of other contexts.

Overall vision: The unit's vision for its future research strategy is one in which the quantity and quality of research is increased in all of its five thematic areas of focus in a way that not only enhances its national and international reputation, but informs pedagogy and impacts significantly on communities and industry. Such impacts will be achieved through public engagement and continuing success in the capture of the large amounts of research funding that will enable the unit to keep growing its developing programmes of industry/community related research and innovation. It intends also to expand significantly the number of its postgraduate research students. One of the key ways it intends doing this, with help from the research support infrastructure and funding provided by the university, is to offer part-bursaries to staff who have yet to undertake PhD study to enable them to do so. The ways in which it is intended to realise much of the above future strategy, which is at the heart of everything we do, are explained in more detail in the sections that

follow.

c. People, including:

i. Staffing strategy and staff development

The staffing strategy and staff development are most easily described on two levels, with each linking with and complementing the other.

The university level: The university is committed to implementing the principles of the *Concordat to Support the Career Development of Researchers*. These list the responsibilities of researchers, managers, employers and funding providers. In 2011, The European Commission awarded the university the HR Excellence in Research Award for work to implement the Concordat to Support the Career Development of Researchers. In pursuit of excellence in research training, the university has invested in the Vitae Research Development Framework to support all research staff and students. It was recently awarded the Vitae Excellence in Research Training award and kitemark. The university has invested also in The Epigeum Research Skills Master programme to provide on-line training for staff and research students. 'Vitae' and 'Epigium' enable progressive training from research student through to senior researcher. The university provides its own 'Researcher Toolkit' programme, which early to mid career staff are encouraged to sign up for. This covers, for example, critical analysis, bid writing, writing for publication and time and project management. To ensure the provision of an excellent research student experience and timely completions, training is delivered to new and experienced research supervisors. The university's Research Leadership Programme is designed to ensure effective REF unit management. It focuses on developing and leading research teams, collaboration, inter-disciplinary working and entrepreneurship. The university also has a range of standalone courses on specific topics such as bibliometrics and citations.

The UoA36 level: Our strategy is to invest in staff at all levels with regard to research. We provide training, support and development opportunities to increase the number of active high quality researchers within the School and to enable us to be competitive in a globalised research environment. Such opportunities are intended to enhance our capacity for grant capture, to increase the quantity and quality of our outputs, to enhance the nature and scale of our impacts and to increase the rate of submission to the highest quality journals. To facilitate this staff are assisted in their research careers in the following ways: **1)** less experienced researchers are mentored by senior staff within the team who provide them with detailed guidance on how to produce work that will be accepted by the most appropriate prestigious journals, together with encouragement to submit to funding bodies; **2)** we provide early career researchers and other less experienced staff with access to a colleague who runs a clinic tackling specific problems with the application of research methods, etc; **3)** periodic School Research Skills Development weeks are provided for all academic staff who wish to attend, with a core focus on UoA36. These include master classes on everything from research bidding to the mechanics of writing an article for, and placing it with, a top ranking journal; **4)** Subject division leaders attempt to provide up to two days per week of research time for research active staff on the basis of the number and quality of their outputs, and research is built into the heart of the School's appraisal process; **5)** we provide staff with access to the unit's sabbatical schemes as well as encouraging them to apply for university sabbaticals; **6)** we provide staff with competitive access to UoA36 funding to support conference attendance, field trips, etc.; **7)** we encourage staff to participate in peer review processes, to organise conferences/workshops and engage with professional bodies. The unit provides financial assistance to cover part or all of conference costs whenever possible and has funded conferences in Film and Popular Culture during the REF period, for example. Every two years a three day School Research Symposium is organised. As well as contributions from experienced researchers from inside and outside the university, this provides a supportive environment in which new and early career researchers can present papers on their findings to-date. The last symposium included leading external researchers from the UK and overseas covering both Film and Journalism. In addition to this, the unit has organised series of research seminars in Film and Journalism has provided three series of Harris Lectures, given by distinguished practitioners and academics, together with regular webcasted Journalism Leaders' forums, involving UK and

international academic and news industry experts discussing in depth issues and problems relating to the future of Journalism.

The commitment to equal opportunities and diversity of both the university and the team is well evidenced by the multinational nature of the CCM unit's staff and of its PhD research students and by the number of women within the team. In addition, five of the current PhD students are women. The university will be providing an overall statement of its policy on equal opportunities and diversity to HEFCE.

ii. Research students

UCLan has a thriving research community of over 650 research students. There is a vibrant research student society – PROGRESS – that organises monthly events, talks, social outings, annual banquets, grant schemes etc – and all students are encouraged to become part of this. Each year the Graduate Research School hosts the now very popular Research Student Conference over a three day period. It showcases individual research student's research by oral and poster presentation, and is funded in terms of lucrative cash prizes by the University Director of Research. Such is the success of this event that 2014 will see the Conference go Regional for the first time. In 2001 the UK Research Councils, in collaboration with the UK GRAD Programme and the HE sector, developed the Joint Statement of Skills Training Requirements of Research Postgraduates. The university has developed a wide range of programmes, in varying formats, to help students achieve these skills in instances where their own personal skills audit identifies that they need further help. These range from training in the skills required for the maximisation of research performance to the practical career development skills necessary for successful post-studies job applications. A full listing of what is available can be found at: http://www.uclan.ac.uk/research/research_student_training_menu.php

The university maintains a rigorous monitoring process throughout a student's research career, commencing with detailed scrutiny of PhD proposals by the relevant research degrees sub-committee before they are approved. Thereafter, an in-depth review of both the student's progress and their experience with their supervision team is carried out on an annual basis under the aegis of the relevant sub-committee. The transfer process between MPhil and PhD also is rigorous in its scrutiny of progress and all transfers must be examined and approved by the relevant sub-committee. Students have their own personal tutor in addition to the supervision team. The university provides a vibrant research culture into which students are integrated. Funding is available for attending and participating in academic conferences, for example.

The CCM area is developing in the context of this wider university research student community. During the period from 2008 onwards the team has had two PhD successes, one in Journalism and one in Film and has taken on seven new PhD students. All but one of the new entrants have resulted from the team winning or being given funding for scholarships (two of which are International Scholarships) from inside the university. The team has been investigating the possibilities of securing bursaries from overseas or industrial providers, with dedicated projects being the likely offer in the latter case, and intends taking this forward. With financial help from the university the unit will be funding a number of part bursaries of its own for PhD study, with most or all being offered to new researchers on its staff and these will be introduced from January 2014.

At School and CCM unit level, research students are invited to attend and participate in conferences and symposia organised by our staff. Both Journalism and Film, for example, organise seminars and lectures by distinguished external researchers and industry practitioners which research students are encouraged to attend. Finally, the university and the team are fully committed to equal opportunities and diversity and our policy relating to both research students and staff has been explained in the previous section.

d. Income, infrastructure and facilities

As headlined in the overview, the unit has earned £764,993 of external research funding during the current REF period, which is eighteen and a half times more than the income earned during RAE

2008. At the heart of the most recent successes has been the Media Innovation Studio (MIST), which the School and university have co-financed within the £15,000,000 Media Factory. MIST enables and provides support for interdisciplinary activity that has 'digital' at its core, with a specific focus on digital media. Key to the success of this project is the integration through research and development of the latest digital content technologies, including mobile technologies, broadband, virtual reality, interactive television, mobile phones, internet, personal digital assistants and ubiquitous and ambient technologies. MIST brings together a wide range of skills and expertise to allow the generation of new and collaborative forms of working. Its creative workspace, facilities and staff are designed to enhance the capabilities of cross disciplinary forms of research, development and production across academia and the media industry. Over the last three years research conducted into community journalism, participatory design, mobile media, interactive newsprint, media startups and media applications of Unmanned Aerial Vehicles by staff now within MIST has been funded by grants won (against fierce competition) from the EPSRC, NESTA, the AHRC and the EU. As mentioned within an earlier section of the document, for example, the EPSRC funded Interactive Newsprint project alone has earned for the three universities involved £372,320. Given that the PI was from the unit, a sizeable part of the funding has come into this university. The research bidding support structure of the university and in particular that relating to innovation and enterprise, has been invaluable in helping secure all of the above-mentioned funding. In addition, as another key part of its supportive role within the research environment, the university has invested approximately £500,000 of QR-derived funding in the unit over the five years since RAE 2008. 65% of this has been used to contribute towards the salaries of permanent research active staff, with the remainder being used to fund the salaries of fixed term contract research staff and help pay for the staff support measures outlined in section one above.

Research opportunities are also enhanced by the UCLan library, which since 2001 has significantly increased its volume of books, journals and films devoted to the field of CCM and reacts promptly to staff requests. The needs of the staff and students in this area are also served by a large digital collection of films and television programmes of three thousand items. The unit has also provided crucial operational support for CCM research through such devices as the appointment of research assistance staff. The university in turn provides dedicated technical support staff and equipment as needed. The strategy by which an appropriate balance between the scholarly, operational and organisational parts of the support structure is maintained is based, very simply, on a periodic appraisal of what our research support needs are in terms of our core research strategy, as identified earlier and a subsequent relative prioritising of each of the three parts of the structure on the basis of this.

e. Collaboration or contribution to the discipline or research base

The unit's Impact Template and Case Studies exemplify, and more fully describe, its collaboration and contribution to the discipline. Here we present a representative selection of additional examples. Mazierska, for example, is an associate editor of *Studies of Eastern European Cinema*, published by Intellect and on the editorial boards of *Studia Pedagogiczno-Artystyczne* and *Panoptikum*. She has collaborated and co-authored internationally and in 2010 curated a retrospective of Jean-Luc Godard's films at the ENH Festival in Wroclaw, one of the largest retrospectives of Godard cinema ever presented. She also organised the 2012 international conference on 'Marx and the Cinema', hosted by the University of Central Lancashire and in 2009 co-organised with Salford University another conference, 'Polish Cinema in an International Context.' Egglestone has collaborated with a range of partners from other universities, including MIT, Durham, Dundee, Edinburgh, Northumbria and Surrey, on research projects which include:

- BESPOKE http://www.uclan.ac.uk/research/environment/projects/bespoke_project.php and
- Interactive Newsprint http://www.uclan.ac.uk/research/environment/projects/interactive_newsprint.php

He has acted as a peer reviewer of funding bids for the AHRC and has a long history of research and knowledge transfer collaboration with international media companies ranging from Nokia to Sky. Anderson has continued his record of collaboration with journalism academics internationally with the Future of Journalism volumes, the latest being *The Future of Quality News Journalism* book that he has recently lead edited/co-authored for Routledge New York's 'Research in

Environment template (REF5)

Journalism' series. These projects have involved distinguished academic participants from around the world, including Paolo Mancini and Raymond Kuhn, together with leading figures from within the news industry, such as Chris Blackhurst, until recently the editor of *The Independent* newspaper. He continues to peer review for a range of leading international academic journals and book publishers. George Ogola acts as a peer reviewer for six academic journals, including *Africa Today* and *Journalism: Theory Practice and Criticism*. Nel, who has received funding from Google for his research related innovation work, initiated the World Newsmedia Innovation Study, which since 2008 has run annually in collaboration with the World Association of Newspapers and News Publishers(WAN-IFRA). In his continuing commitment to turning his research into impact Nel has, among other things, as co-founder of the Digital Editors' Network (DEN), most recently organised a forum to discuss smart content (<http://smartden.eventbrite.co.uk>) as a way forwards for the news media. He collaborated with the Times/Sunday Times among others in so doing and illustrates (along with Egglestone) the rich range of the unit's research/innovation collaborations across industry as well as academia. Further evidence of the unit's strong staff research links with industry is the fact that, between 2007 and 2010, Professor Jane Singer was funded by Johnston Press on the understanding that they would share in the benefits from her research and consultancy. Overall, the unit has an impressive list of international and industrial research links. It is a central part of its strategy to further develop them. By so doing it strengthens considerably the research base for its academic projects.