

Institution:	Glasgow Caledonian University
Unit of Assessment:	Communication, Cultural and Media Studies, Library and Information Management (UoA 36)
a. Overview	
<p>The focus of this Unit's work is Cultural Citizenship in its mediated (television drama, theatre, music, news), grassroots (sports fandom, ageing populations) and linguistic (language revitalisation) forms, analysing how these operate as sites for the (re)production and defence of social values. The work is leveraged through the Culture, Consumption and Communication (CCC) Research Group within the Institute for Society and Social Justice Research (ISSJR), one of the university's three interdisciplinary research institutes. The CCC is open to anyone in the university interested in the work it undertakes. The Unit currently brings together colleagues from two departments located within the Glasgow School for Business and Society – Social Sciences, Media and Journalism (SSMJ) and Business Management (BM) – as well as a colleague from the School of Engineering and Built Environment who has an academic background in Theatre Studies.</p>	
b. Research strategy	
<p>Our work on Cultural Citizenship is a planned extension to the work submitted to UoA 66 of RAE2008: it expands the earlier media- and event-centred research on the cultural economy as a primary site of the “social construction of reality” to now include forms of grassroots activity and associated identity-formation processes. This broader approach has led to sustained engagement with a range of social issues, including representations of ageing and their effect on the old themselves (Canton, O'Donnell, Tulle), the role of football fandom as a social resource (Harris, Kennedy, O'Donnell, Wise), the treatment of minority language speakers (Chalmers, O'Donnell) and how representations of poverty in the media affect the quality of life of those experiencing it (O'Donnell). Our strategy going forward is to develop a central focus, in keeping with the university's mission of working for the “common good”, on representations, including self-representations, of groups whose cultural identity is somehow disadvantaged/ minoritised/stigmatised at a national and international level. It can be summarised as follows:</p>	
<ol style="list-style-type: none"> 1. As part of our strategic focus on the international pressures on local cultural identities, and capitalising on our many existing international contacts and joint initiatives, develop our already strong cross-cultural research through increased international contacts and collaborations with a view to joint projects, publications and conferences. 2. Build locally on our growing body of cross-over research, through the Institutes, with colleagues in Allied Health (UoA3) and Built Environment (UoA16), with a view to increased impact through Knowledge Exchange Partnerships (KEPs) relating to, for example, ageing populations and the health and safety of migrant workers. 3. Focus our research effort on impact-generating projects at both a national and international level, following the priorities outlined in document REF3a. 4. Increase the amount of research grant income obtained, targeting blue-chip UK and EU funders and also through collaboration in bids to other national (non-UK) funding bodies. 5. Build on our already strong publication record by targeting international peer-reviewed journals and high-status academic book publishers (66 journal articles, 45 book chapters, 5 books and 7 edited books in this REF cycle to date). 6. Develop an increasingly dynamic and structured research environment, in collaboration with ongoing initiatives by ISSJR, CREDO (the academic staff development programme) and the Graduate School, in which to nurture and take forward both our Early Career Researchers and our growing body of research students. 	

c. People, including:

i. Staffing strategy and staff development

Clear evidence of research and impact performance/potential is a key element in all appointments. Such strategic appointments, as well as promotions and succession-planning mechanisms (e.g. the involvement of a number of recently promoted colleagues in the production of the documentary element of this submission) are part of a broader strategy whose aim is to ensure the sustainability of the group and of the research effort. The University's Equality and Diversity and Dignity at Work policies and practices are deployed across all aspects of the recruitment, career management and exit of all of our researchers and PhD candidates. The policies ensure that each person is treated equitably and with respect and that decisions made are transparent and sound. All staff subscribe to these policies and undergo training to ensure that individual and collective approaches to such matters are robust. All university policy documents are available on the GCU website. Local champions lead the implementation and raise awareness of the policies. Our REF2014 submission across all UoAs will be underpinned by our high percentage of female professors (33%) compared to a sector average of 19.8% and a 7% increase on 2011/12.

As regards staff development, the Unit adheres, as does the university, to the principles of the Concordat: GCU has recently been awarded the HR Excellence in Research Award by the European Commission in recognition of our adherence to the principles of the European Charter for Researchers and the Code of Conduct for their Recruitment.

Support for research active staff is provided at many levels – the University level through the Graduate School; the interdisciplinary ISSJR whose many seminars and workshops encourage engagement across the university; the Glasgow School for Business and Society and the Departments – while at the local level the Research Group meets on a monthly basis to review progress, discuss forward plans/joint projects, exchange ideas and generally nurture the cohesion of the group. Overall support takes the following forms:

1. At the University level the Research, Innovation and Enterprise (RIE) office offers comprehensive support in bidding for research funding, with its European Office specialising in bids to EU funding bodies. With its assistance and advice a range of research projects with significant impact potential have been carried out in conjunction with external partners e.g. the new Gaelic-language television channel BBC Alba and the Gaelic Language Board (Chalmers), the Dean Heritage Museum Trust and the Voices of the Forest Community Interest Company (Cook) and, through a KEP, the Scottish Football Museum and Alzheimer's Scotland (O'Donnell).
2. CREDO is a staff development programme run by the Office of Academic Research Development. Several of the Unit's members make a significant contribution to this.
3. The Graduate School (which is currently piloting, in partnership with the University of St Andrews, a new system to support mentoring for research staff cross university and cross institutionally for 2013/2014) runs regular research excellence workshops largely targeted at postgraduate students, though staff are also encouraged to attend where relevant. Again, several of the Unit's members make a significant contribution to these. It likewise runs the Research Leadership Series, to which both Cook and O'Donnell contribute. In 2010 the Graduate School received a UK Times Higher Education Award for its Outstanding Support for Early Career Researchers.
4. There is a well-publicised university-wide academic promotions round on a yearly basis: through this procedure Chalmers, Kennedy and Miller were promoted to Senior Lecturer during this cycle, Harris and Tulle to Reader and Cook to Professor.
5. Sabbaticals are available on a competitive basis: in this cycle Cook and Tulle have benefitted

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from these.

6. The ISSJR also offers numerous seminars on current research projects and research-related issues with input from several of the Unit's staff, including seminars on research methodologies. Its Peer Review College provides internal review of papers/funding bids prior to submission.
7. The School provides structured mentoring to ECRs (three are included in this submission) in the form of informal reading colleges, joint papers at conferences, joint publications and annual reviews, and a series of seminars (open to all) offering guidance to ECRs regarding applications for research funding. In addition the School sets aside an annual budget of £45,000 to provide ECRs with teaching relief.
8. The School likewise has a programme of Visiting Professors who work with and provide guidance to our own researchers at all levels.

ii. Research students

Increased research student recruitment remains a key Unit target. In addition to four PhD completions since January 2008 (and a fifth student completing rewritings following a viva), members of the Unit are currently supervising fourteen PhD students (eight female, six male), eleven as DoS and three as Co-supervisor. In addition Tulle co-supervised a successful PhD submission at the University of Glasgow and O'Donnell is currently Co-supervisor of a PhD student in the Catalan Open University. In keeping with our international agenda, our PhD students come not only from the UK but also from Iran, Japan, the United Arab Emirates and Zambia. The UK group includes one research student for whom joint funding was gained from the University of Gloucestershire to investigate the contents of the Dennis Potter Archive in the Forest of Dean (see Section d. below). Research students are fully integrated into the Unit's research environment as follows:

- There is a planned bespoke development programme discussed between supervision team and student which is regularly reviewed every quarter, and which includes where appropriate the Graduate School Research Methods modules mentioned below.
- Students receive consistent support from staff in the form of mentoring, reading/commenting on drafts.
- Since their research is outward-facing contact with external stakeholders is routinely facilitated.
- They present at the School's internal seminar series, receiving individual feedback.
- They present regularly at conferences and publish articles.
- A dedicated budget of £1000 p.a. is available at departmental level to assist them in these activities.

Policies and procedures regarding monitoring and support mechanisms – including skills development for future employment and career planning – are developed by the Graduate School and include submission of monthly written reports of meetings with supervisors, yearly progress reports and a range of seminars as described above. The Graduate School also co-ordinates an MSc Research Methods which is obligatory for all research students following a 1+3 route, while individual modules are taken by all others not already in possession of a Masters degree. In the recent HEA Postgraduate Research Student Survey 2013, 82% of postgraduate research students were satisfied with their student experience.

d. Income, infrastructure and facilities

Research income to the Unit during the REF period amounts to £173,782 (an 80% increase on RAE2008) and includes participation in the €5m five-year EU FP6 DYLAN IP on Language Dynamics and the Management of Diversity (Chalmers/O'Donnell), an AHRC Fellowship (Cook), an AHRC/SFC Knowledge Exchange Project (O'Donnell), and grants from the Joseph Rowntree Foundation (O'Donnell), the Gaelic Language Board (Chalmers), the Nuffield Foundation and the

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Carnegie Trust (Tulle) and the National Lottery (Cook). Two of these – the DYLAN IP and the AHRC/SFC KEP – allowed us to hire Research Assistants for the duration of the projects.

The ISSJR offers a range of administrative support e.g. support in advanced statistical analysis or working with text-analysis software such as NVivo. At departmental level technical support (two audiovisual technicians) is available for our state-of-the-art editing suites and dedicated satellite television. All colleagues have at least one mobile device readily available, often more than one.

The university has invested £70,000 in the new PURE research information system which is used to manage research group activity and to monitor progress by capturing and associating research activities in relation to publications, impact, academic esteem, funding applications, projects and press clippings, and a further £26,000 in the linked repository system PURE Advanced Portal which provides public access to research outputs. £75,000 was invested in the Digital Commons repository (2009-12) and £63,000 in the research funding desktop search tool Research Professional (2008-13). The School has invested £175,000 in Burli radio news feed and editing software and in Avid video editing software, both of which are used in our research (including practice as research). A further £50,000 has been made available by the school to members of the Unit for conference attendance.

The Unit is represented on the University Research Ethics Committee and on its Higher Degrees Committee as well as on the School Research Committee. The professoriate meets on a regular basis to discuss research strategy and development, to steer research policy and to develop principles and practices supporting research leadership and the mentoring of junior researchers.

GCU Library subscribes to key academic content in over 30,000 full-text journals, giving access to 35,000,000 peer reviewed journal articles from publishers and services including APA, BMJ, CUP, Elsevier, Emerald, IEEE, Jstor, OUP, Sage, Taylor & Francis and Wiley. We spend 47% (£1.6m) of our library budget on information provision: 84% of this spend is on access to electronic content (SCONUL mean for 2012/13 is 77%). We were early adopters of EThOS (Electronic Theses Online Service) and have more than 300 PhD theses digitised and freely available for download. Since 2007/08 our users have downloaded over a million articles every year, and in 2012/13 over a million e-book chapters. The Library also offers extensive support from access to dedicated research databases (including, importantly for us, LexisNexis) through book/article searches to copyright advice.

As regards archives, Cook worked with the Voices of the Forest community interest company on the development of a successful National Lottery heritage bid (£125,800 awarded March 2011) relating to the purchase of the papers of the late television playwright Dennis Potter and the foundation of a dedicated Dennis Potter archive and permanent exhibition in his native Forest of Dean, Gloucestershire (Cook is the principal academic expert and expert advisor on the initiative). In addition Chalmers enjoys on-going access to the BBC Gaelic archives given his long-standing work on BBC Gaelic broadcasting.

e. Collaboration or contribution to the discipline or research base

Members of the Unit are extremely active in terms of contribution to the discipline at both a national and in particular international level. For example O'Donnell worked as an international expert in the Italian Research Assessment Exercise under the aegis of the Agenzia Nazionale per la Valutazione del Sistema delle Università e della Ricerca, an agency of the Italian Department of Universities and Research (MIUR) in 2012, and was invited in 2013 to become a member of MIUR's standing pool of international experts for the evaluation of research funding bids coming from Italian universities, having evaluated five bids to date. He has also acted as a reviewer for research grant applications to FWO Vlaanderen (the Flemish Research Funding Council), the

British Academy and the Carnegie Trust and is a member of the IAMCR's panel of reviewers for conference paper proposals. Members have also peer reviewed grant applications for the ESRC, AHRC (Cook) and Leverhulme (Cook/Tulle).

Members of the Unit also hold the following positions as Journal Editors: founding member of the Editorial Board of the *Journal of British Cinema and Television* (Cook); founding Editor and member of the Editorial Board of *The Radio Journal: International Studies in Broadcast and Audio Media* (Garner); founding Associate Editor of the *Catalan Journal of Communication and Cultural Studies* (O'Donnell). They have also fulfilled the following Guest Editorships of special issues: **Ageing populations:** *Journal of Aging Studies* on Anti-Aging Technologies, vol. 22, no. 4, 2008 and *Journal of Ageing and Later Life* on Theorising Ageing Embodiment, 2013 (Tulle). **Sport:** *Journal of Sport & Tourism* on Sport, Tourism and National Identities, vol. 16, no. 3, 2011 (Harris); (with Christos Kassimeris of the University of Cyprus) *Soccer and Society* on the Euro 2012 football championship, titled "Exploring the cultural, ideological and economic legacies of Euro 2012", 2013 (Kennedy); *Journal of Language and Social Psychology* on Sport, Language, and Culture, vol. 29, no. 3, 2010 (O'Donnell); *Sport in History on Women and Sport*, vol. 2, no. 2, 2010, and *Sport in Society* on Conflict and Reconciliation in South-Eastern Europe, vol. 16, no. 9, 2013 (Skillen). **Television Drama:** (with Andrew Spicer) *Journal of British Cinema and Television* on "The Screenwriter", vol. 4, no. 2, 2008-9 (Cook); *Radio Journal: International Studies in Broadcast and Audio Media* on BBC Radio and online listening/fan communities, vol. 7, no. 1, 2009 (Garner).

Membership of Editorial Boards is as follows: **Sport:** *International Journal of Sport Communication*; *Journal of Hospitality, Leisure, Sport and Tourism Education*; *Journal of Sport & Tourism* (Harris). Kennedy will join the Editorial Board of *Soccer and Society* in January 2014. **Others** (covering Cultural Studies, Drama and Sport): *Journal of British Cinema and Television* and *Journal of Screenwriting* (Cook); *North American Journal of Welsh Studies* (Harris); *Critique* (Kennedy); *International Journal of Jungian Studies* (Miller); *International Journal of Iberian Studies* (O'Donnell). And memberships of Advisory Boards: *Scriptwriter* magazine (published by The Screenwriters' Store, London, now relaunched on-line as *Twelve Point*) (Cook); *IC: Revista Científica de Información y Comunicación* (University of Seville) and *Comunicação Pública: Revista Multidisciplinar de Comunicação* (Instituto Politécnico de Lisboa) (O'Donnell). O'Donnell is also a member of the International Advisory Board of *Aldea Global*, a joint publishing venture of the Universitat de València, Universitat Autònoma de Barcelona, Universitat Pompeu Fabra Barcelona and Universitat Jaume I de Castelló, and of the International Advisory board of *COMPASS: Comparative Communication Sociological Studies*, published in Italy by Liguore Editore. In addition members of the Unit have also refereed for a total of thirty-six journals (including two published in Spain) covering all the fields in which they are active, and have reviewed books for nine journals and book proposals for Pearson, Palgrave, Routledge and Sage.

There has been increased internationalisation of research cooperation. In 2012 O'Donnell was invited by researchers from the Høgskolen i Oslo og Akershus to attend a three-day meeting in Oslo where he played a central role as co-author of a bid for research funding submitted to the Norwegian Research Council for an international project on football fandom, and he was subsequently invited to join a second bid in 2013: he also delivered a keynote address to a seminar organised by these Norwegian colleagues in November 2013. He was also invited to Lille, France, in 2012 to assist in drafting a (successful) bid put forward by colleagues from the Université de Lille 2 on the social responsibility of sports journalists, and assisted in drafting a (likewise successful) bid from the Universitat Rovira i Virgili, Tarragona, Spain in 2012 on the mediation of interterritorial conflict in Spain. A joint AHRC/SFC funded project (2012-13) on the use of football reminiscence therapy with people suffering from dementia which O'Donnell undertook with colleagues from Applied Health at GCU led to a similar project being launched recently in Spain by the Universitat Autònoma de Barcelona and the Spanish Veteran Players Association

(colleagues from both of these organisations attended the project's final public engagement event in Hampden Stadium, Glasgow, November 2012). In addition Tulle recently became a member of the European Joint Programming Initiative on Determinants of Diet and Physical Activity with a specific focus on ageing and sedentary behaviour. We are also now working with colleagues from the Universidad del País Vasco, Spain, who visited this university in June 2013, to develop a joint minority-language-related research project.

Invited keynote papers given by members of the Unit at international conferences include: **Ageing populations:** the *Ageing Body Seminar*, House of Sciences, University of Helsinki (in collaboration with the Department of Social Sciences and Philosophy, University of Jyväskylä), Finland, 2009 (Tulle). **Language Policy:** the *Концепт и Культура* (Concept and Culture) conference, Kemerovo State University, Russia, 2010 (O'Donnell). **News Analysis:** *Periodisme, Cinema i Literatura* (Journalism, Cinema and Literature) conference, Universitat de València, Spain, 2009 (O'Donnell); *Hero, villain and victim. Development of individual exposure in journalistic narratives* symposium, Høgskolen i Oslo og Akershus, Norway, 2013 (O'Donnell). **Television Drama:** *The Singing Detective* 25th anniversary international symposium, University of London, 2011 and *Screening the Nation: Wales and Landmark Television Drama* international symposium, BBC Trust /University of Glamorgan, Cardiff, Wales, 2010 (Cook); *Serial Culture* conference, Hochschule für Film und Fernsehen Konrad Wolf, Potsdam, Germany, 2010 (O'Donnell).

Other invited papers/presentations include: **Cultural Citizenship:** the *Televisión y servicio público* symposium, Universidad de Segovia, Spain, 2008, the *Monarchy in the 21st Century* conference in Paro, Bhutan, 2009 and the *International Humanitarian Forum*, Baku, Azerbaijan, 2011 (O'Donnell); the BBC Academy's Expert Women's Day, 2013 (Skillen). **Television Drama:** *Rethinking the Screenplay* international conference, University of Art & Design, Helsinki, Finland 2009 and *Ends of Television* international conference, University of Amsterdam, Netherlands 2009 (Cook); *Taller de Escritura* (Writers Workshop), Pamplona, Spain, 2003-continuing, British Council, São Paulo/Coritiba, Brazil, 2010 and LitNet, Belfast, 2012 (Dolan); an invited paper for an online seminar to the membership of the International Association of Jungian Studies, February 2012 (<http://jungianstudies.org/seminar-on-myths-and-fairy-tales-on-the-iajs-discussion-list-february-2013/>) (Miller); the *Identitats en moviment* (Identities in Movement) conference, Universitat de Lleida, Spain, 2010 (O'Donnell). **Sport:** the *Football Fandom* symposium, University of Karlstad, Sweden, 2009, and the *L'idée sportive, l'idée olympique: Quelles réalités aux XXIème siècle?* symposium, Université du Littoral Côte d'Opale (Dunkerque), 2012 (O'Donnell) and as part of the Research Seminar series, Centre de recherche et d'innovation sur le sport, Université Claude Bernard Lyon 1, France, 2012 (Tulle). **Ageing populations:** the *Ageing and Physical Activity: Rethinking Approaches* conference, Loughborough University (Tulle).

We have organised/hosted three international and two national conferences/meetings during the current cycle, these being the *Centres and Peripheries: Metropolitan and Non-Metropolitan Journalism* conference, 2009; a meeting of the FP6 DYLAN IP consortium, 2010; and the World Congress of the International Sociology of Sport Association, 2012 (all three international) and the Scottish Government Newspaper Industry Seminar, 2009 and the Scottish Media and Communication Association annual conference, 2013 (both national). International speakers at our conferences and research seminars include Chris Waddell, Carleton University, Ottawa, Canada (2009); Lothar Mikos, Hochschule für Film und Fernsehen Konrad Wolf, Potsdam, Germany (2009); Peter Dahlén, University of Bergen, Norway (2009); Enric Castelló, Universitat Rovira i Virgili, Tarragona, Spain (2009); Eckart Voigts-Virchow, University of Siegen, Germany (2010); Roberta S. Sassatelli, University of Milan, Italy (2012), Jacques Blociszewski, formerly of SACEM, France (2012) and Idris Akkuzu, Maltepe University, İstanbul, Turkey (2013).

We have hosted five Visiting Scholars in the media/culture and sport fields from the Universidad

Carlos III, Madrid, Spain (February-May 2009/ July-August 2013); the Universitat de les Illes Balears, Spain (June-August 2011); the Universitat de Lleida, Spain (August-November 2012) and the Maltepe University, İstanbul, Turkey (September 2013-September 2014), and will host a sixth from Lock Haven University, Pennsylvania, starting in January 2014. Our Turkish visitor will specifically develop joint research with Kennedy on the political economy of football. A joint bid with a post-doctoral researcher from the Universitat de València, Spain was submitted to the Marie Curie Intra-European Fellowships For Career Development programme in August of this year, and scored 94.04/100 in the first round: if successful (final decision January 2014) it will lead to a joint project with O'Donnell on media coverage of the independence referenda in Catalonia and Scotland. We are also actively exploring joint sport-related research initiatives with colleagues from the Telemark University College in Norway, who visited this university in April 2013.

We have fulfilled numerous invitations as Visiting Professors/Scholars: University of Siegen, Germany, 2010 (Cook); Instituto Politécnico de Lisboa and University of Coimbra, Portugal, 2008; University of Antwerp, Belgium, 2009; Centro Sperimentale di Cinematografia, Milan, Italy, 2010; Universitat Autònoma de Barcelona, Spain, 2010; Kemerovo State University, Russia, 2010 (O'Donnell); University of Karlstad and University of Umeå, Sweden, 2010 (Tulle). These have already led to invitations to collaborate in research projects and other high-profile research activities outlined in Section e.

Members of the Unit have examined sixteen PhDs – eight in the UK (Cook/O'Donnell/Tulle), one in Australia (Chalmers), two in France (O'Donnell/Tulle) and five in Spain (O'Donnell). O'Donnell was also a member of the jury for the postdoctoral award of “Agregação” in the Universidade Nova de Lisboa, Portugal, 2011. They have worked as peer reviewers for Professorial appointments in Canada (Cook), New Zealand (Cook/O'Donnell) and Portugal (O'Donnell). O'Donnell is also a member of the Advisory Board for the MA in Media Analysis at the Hochschule für Film und Fernsehen Konrad Wolf, Potsdam, Germany, 2008-.

In terms of outreach, Chalmers was a member of the BBC Audience Council (2005-10) while a joint bid by GCU (with members of this Unit) and the ITV franchise Scottish Television resulted in the award of the licence to operate “Glasgow Television” by Ofcom in December 2012. In 2013 Skillen contributed to BBC Alba's *Honeyballers* documentary on women's football, while O'Donnell worked with Celtic FC regarding their social media strategy for international matches. Cook has worked with various organisations and groups in the Forest of Dean community to set up a permanent exhibition and archive dedicated to the work of Dennis Potter, and has also worked with the BFI providing written contributions to the booklet accompanying the first European DVD release (2010) of Peter Watkins' 1967 film *Privilege*. Dolan was Specialist Adviser on Drama/Literature to Creative Scotland (2005-2010), an Associate Playwright at Playwrights Studio Scotland (2007-10) and Adviser on Translations and Adaptation at the National Theatre of Scotland, 2011. Garner is a member of the National UK Radio Archives Advisory Committee and a member of the steering committee for the establishment of the Scottish National Sound Archive. Harris is a member of the Executive Committee of the North American Association for the Study of Welsh Culture and History (NAASWCH). Kennedy is an Associate Member of the Centre for the Study of Socialist Theory & Movements at Glasgow University and also of the Centre for the Study of Football and its Communities (CSFC), Manchester Metropolitan University. O'Donnell was a member of the Advisory Board of Fundacc (Fundació Audiències de la Comunicació i la Cultura), a publicly-funded audience measurement organisation in Catalonia which publishes the highly influential *Baròmetre de la comunicació i la cultura*, 2009-10. Tulle is Recorder of the Sociology and Social Policy section of the British Festival of Science (2009 and 2010, resuming in 2013) and was Treasurer and Trustee of the Executive Management Team of the British Sociological Association, June 2008-June 2010.