

<p>Institution: University of Manchester</p>
<p>Unit of Assessment: 28 (Modern Languages and Linguistics)</p>
<p>a. Context</p> <p>Research undertaken in the disciplines clustered in this UoA has historically been structured around interactions internationally, nationally and locally with non-academic audiences and users to promote impact. We have engaged with policy makers; government agencies; NGOs; media companies; cultural industries and their users; museums, libraries and heritage organisations; and schools and colleges.</p> <p>This work takes place in the context of a School of Arts, Languages and Cultures (constituted in September 2012) that is by far the biggest Arts and Humanities concentration in the country, and one of the largest groupings of researchers in the arts and languages anywhere in the world. This concentration of resource has allowed us to make our research count across the following areas:</p> <ul style="list-style-type: none"> • policy on language communities and language diversity as well as to public services provided to marginalised groups in society; • public discourse by enhancing understanding of other cultures and languages and of the ways in which the media and other public forms present them; • cultural life and civil society through the collection and interpretation of linguistic, visual, and textual data and constructs; • education about language proficiency, the preservation of community and heritage languages, and curriculum content in language teaching.
<p>b. Approach to impact</p> <p>Having an impact beyond academia which yields economic, social and cultural benefits is one of the three central objectives of the University of Manchester's 2020 Vision and this has guided our approach to developing and sustaining our engagements in the following categories, and, in particular maintaining a balance between local, national and international in our relationships with non-academic users and communities.</p> <p><u>Policy and Public Discourse</u></p> <p>Work in Linguistics and English Language has a long history of engagement at local and international levels with language communities. For example, Matras and teams of researchers around linked projects on multilingual communities and Romani have had impact over more than a decade on how Roma communities can access their cultural-linguistic heritage and on how community needs might better be met, from within a range of public service agencies from EU to local educational and welfare-related ones. World-famous work by Everett and by others on endangered or marginalised languages (e.g. by Schultze-Berndt) has involved complex processes of interaction with the communities whose languages are documented and analysed - Sá's work on native narratives in the Amazon complements this from a literary perspective and has had substantial media coverage in Brazil. In the case of Romani, our research has had a clear impact on policy, from Matras's report (1998) to the Council of Europe's Population and Migration Division through to the European Commission's call (April 2011) for a European Framework of National Roma Integration Strategies.</p> <p>Our work has also fed directly into policy and consultation processes designed to enhance cultural and international political understanding. Research on state-media relations by Hutchings has led to: policy-related engagement with the SOVA Centre for Information and Analysis (Moscow), the FCO and the EU Agency on Fundamental Rights (EUAFR); workshops and presentations for BBC Monitoring and the FCO; and consultancy for the Monitor Group (US State Department, 2008) and BBC Monitoring (2009). Reader's leading international expertise on religion and terrorism has led to regular consultation by government agencies across the world and has helped inform policies on combating terrorism, and on understanding the thinking processes of religious extremists. In Middle Eastern Studies, Bast has advised the UK Foreign Office on the basis of his work on 20th-century Iran's approach to international relations while Christmann, an expert on modern Islamic thought, acted as adviser to the Northwest Counter Terrorism Unit, and advised on Islam in the Middle East to the Foreign and Commonwealth Office. Salhi has intervened in round-table discussions on democracy in the aftermath of the Arab Springs for the MoD.</p> <p>Staff have directed their research towards contributing to the politics of everyday life. For example, Kumaraswami (with colleagues in the University of Nottingham) has initiated a project (started</p>

Impact template (REF3a)

2010) on the relationship between the role of book fairs, publishing, cultural policies and political belonging in Cuba and worked with users and producers of books, with policy-makers at government level in Cuba and with The Cuba Solidarity Campaign in the UK. **Salhi**, **Mostafa** and **Baker** actively inform public discourse and work with NGOs and other groupings involved in struggles in and conflict over Egypt and Palestine (with underpinning research for **Baker** reflected in *Translation Power and Conflict*, Routledge, 2006); and **Schroeder** works with queer activist networks in China. We have organised public events to sharpen public discourse and understanding: for example, a Conversations series on the public image and perception of Latin America (since 2005), 3 public debates on Russia and the West: Media, Democracy and Conflict, 2007), or in the high profile activities of Multilingual Manchester, a grouping based in the UoA that promotes awareness of cultural and language.

Cultural life and Civil society

Over a number of years we have sought to build on links with a wide range of cultural institutions locally. The theatre and cinema industries benefit from our research on intercultural awareness, the role of art and photography in promoting understanding of cultural difference, the interactions of audiences and performer-practitioners, and the social importance of the visual and performing arts. For example, **McGonagle** curated an exhibition at Cornerhouse – Manchester's international centre for contemporary visual arts and film (April–June 2011) on the complexities of relations between France and Algeria, with visits by Algeria-based artists to the UK and a public engagement programme which attracted more than 400 participants. **Reynolds** works with dancers, choreographers and dance companies in the NW region at a number of performance spaces, including Contact Theatre, Manchester, while McGonagle, Mostafa, Ochman, Perriam and Scorer work with Cornerhouse, Manchester, in programming and presenting seasons of non-English language film; **Waldron** and **Perriam** work with programmers of Lesbian and Gay Film Festivals in Europe, while **Schroeder** works with the China Queer Independent Film Festival. Reader's research on pilgrimage has informed popular publications on the topic (e.g. by Lewis-Kraus for Riverhead/Penguin). A Citizen Media Colloquium (June 2013) laid a new pathway to impact, and involved representatives of BBC Monitoring and journalists in discussions on the involvement of citizens in emergent digital and performative cultures.

Through recruitment strategy and by creating facilitating mechanisms institutionally, we have steadily developed the archival and textual expertise which enables museums, libraries and heritage organisations to enhance engagement with, and awareness of, community and national memory (in France, Italy, Poland and the UK). The Manchester Digital Dante Project and public events including public lectures and 'close-up' sessions on early Italian print and manuscript holdings in the John Rylands Library (**Armstrong** and **Milner**: for example, 'Locating Boccaccio in 2013' events, June 2013) feed into the School-led John Rylands Research Institute's remit of facilitating full public exploitation of one of the richest collections of such material in the world. **Billiani**, **Philpotts**, **Ochman** and **Tolz** have collaborated with the Whitworth Art Gallery, Manchester (March 2010) and the Imperial War Museum (ongoing) on exhibitions and events on Fascism, Nazism and World War II. **Schaefer** collaborates with the MOSI and Science Museums in London and Oxford, and Science Museums in the PR of China.

Education

In several areas, we have been directing research towards making an impact on education locally and nationally. Schools and colleges locally use our work on minority populations and language proficiency in German and in Romani, in text books and authored content. The development of substantial web-based resources on Romani and Multilingualism (**Matras**) opens channels into schools and public education. Durrell's construction of a language corpus and its interpretation has impacts at the levels of secondary and tertiary as well as adult learning. **Denison's** work on English grammar and the school curriculum make a significant contribution to public discussion (for example, a May 2013 lecture at the British Academy).

Cross-Cutting Activities

In addition to the work on Cuban and Russian political debates in public arenas, **Milner**, an expert on early Italian rhetoric, intervenes in current political debates in part through his key role in *cities@manchester*, an interdisciplinary grouping bringing together work on the global urban condition from across disciplines. Research on dialects of Italian (**Bentley**) and on Manchester

(**Schleef**) is contributing to the preservation and dissemination of linguistic culture (with impact on cultural life and heritage) and providing educational materials; further afield, that on endangered languages will lead a language revitalization programme to benefit the Ulwa and Huave communities in Central America (**Koontz-Garboden**).

Mechanisms for Approaching Impact

Our established expertise in language-based, intercultural investigation has contributed, and responded, to evolving University policy and strategic visions which embed internationalisation in research practice, and lead to engagement and response to societies on a global scale. Colleagues are encouraged and empowered to take a full part in this aspect of the University's work. This happens structurally (e.g. through the support and development of projects such as Multilingual Manchester, or cities@manchester), in policy, and in the day-to-day business of staff development. We are active partners in a cross-School Centre for Interdisciplinary Research in Arts and Languages (CIDRAL) which has as part of its remit establishing and developing relationships with external cultural organisations and users. Our work on audiences, photographers, and film (see above in this section) responds to this agenda, for example. CIDRAL's 2012-13 annual theme, Public Intellectuals, was designed in part to consolidate the linkage of research and impact. It takes forward work already strategically initiated within parts of the the UoA: a short residency by prominent Cuban intellectual Roberto Fernández Retamar in May 2008; and annual residencies (2008-11) by Professor Hans Ulrich Gumbrecht, focussing on the culturally transformative values and effects of the humanities.

We have appointed a Director of External Relations at School level, assisted by representatives from constituent Divisions (3 in the case of UoA28). These colleagues work to sustain an outward-looking programme of scholarly and research-based activity. The School's Research Support Fund and a strategic fund at Faculty level each have a dedicated impact strand. Awards of this kind have been made to **Reynolds** to carry forward her work with dance audiences and performers, and with Contact Theatre, Manchester. The School Research Committee has actively encouraged AHRC grant holders, current and previous, to apply to the AHRC's Follow-on Funding Scheme to enhance the non-academic impact of completed research projects (**Hutchings** has done so, successfully). Through mentoring, colleagues are made aware of how impact is best made integral to bids for external funding for research and the success of the projects themselves. Finally, discussions of research leading to impact are given a high profile in Performance and Development Reviews with colleagues; and knowledge transfer and public engagement are one of the four key criteria when evaluating promotion applications.

c. Strategy and plans

Achieving high levels of impact for our research beyond academia is a key objective contained in the strategic plans set by the School, Faculty and University. One of the three core Goals of the University's *Manchester 2020* strategic document is to produce internationally-leading research of the highest significance which gives 'parity of esteem to discovery, application, knowledge transfer and impact'. In consonance with this, the commitment to social responsibility and understanding between cultures that drives much of our work will be sustained by the following means. We intend, over the next five years, to:

- refine our sense of the key relationships involved in our work and capitalise on our existing relationships with users, learners, communities and audiences around the world, as well as locally focused;
- contribute to thinking about cultural heritage as a multi-lingual and transnational good and about how language and cultural codings inform and radically alter the structures of everyday life;
- train, incentivise and support staff as they continue to gear their research to new imperatives (for example through an impact strand in the Faculty's Strategic Investment Reserve Fund);
- build on targeted investments in human resource at School and Faculty level – an impact support team and a dedicated Business Engagement Manager;
- continue to record and recognise impact-related activity, refining established mechanisms (a Research Profiling Exercise since 2008; Performance and Development Review)

Impact template (REF3a)

We thus aspire to be a major part of a central pillar of the University's research strategy -- to have impact beyond academia. Participating in this larger strategy has helped us to create the mechanisms described in (b), all of which we plan to strengthen. We are confident of the beneficial effects of the increasing internalisation of impact-as-priority in the research culture of colleagues (in the case of at ECRs, through the University's Research Development Framework) and in the UoA's postgraduate community (who are funded and trained for impact-related activities by a new Graduate School, 2013). We will continue to support each other, instrumentally and collegially, so as best to address themes with high societal benefit and cultural meaning:

- science-arts synergies (in East Asian, French, German, and Translation Studies);
- mediating conflict (in Translation and Interpreting, and in Middle Eastern Studies);
- the socio-cultural and socio-linguistic consequences of migration (all disciplines in the UoA);
- sustaining the world language ecosystem (in Linguistics, but implicitly across the UoA, with some 30 languages studied);
- urban space and culture (in East Asian and Latin American Studies);
- film, media, and cross-cultural understanding (in all the Modern Languages disciplines)

We aim to intensify awareness of how outward-looking University-wide objectives such as harnessing multi-disciplinary research to discoveries about diaspora and migration or trans-regional cultural exchange in the contemporary world are creatively and purposefully connected to our core, local concerns with arts, languages, cultures and society.

Exploiting funded collaborations

Phase 2 of the AHRC-LBAS scheme, in which we have a major, ongoing stake has impact as one of its strongest strands, and colleagues in the UoA (Baker, Salhi, Schaefer, Tolz) have integrated this into successful bids for funding in their respective language areas (with c. £1m shared across the 3 participating institutions). These include: a public, online resource on women's narratives of their contributions to the Arab Springs and the Algeria October youth uprisings; workshops on Street Art and Street Performance as Modes of Resistance in the Arab World Post 2011; a public online database of disasters in Asia (past and present) and an online exhibit of materials on revolutionary youth in Cold War Asia and Russia; Knowledge Exchange Workshops with partners such as the European Bank of Reconstruction and Development and Chatham House; internships and placements for doctoral and postdoctoral/ECRs with the Polish Institute and Sikorski Museum, the Imperial War Museum and the Russian State Archive of Social and Political History; and extension of a current partnership with Russian Media House, in a collaboration with Resonance FM, along with training workshops on the use of digital media and visual resources.

d. Relationship to case studies

The Case Studies map onto our achievements and strategy as follows.

'Improving the lives of Romani migrants in Western Europe', 'Promoting recognition and status of the Romani language' and 'Supporting multilingualism and community language needs' come out of our approach to **policy** on language communities and language diversity as well as being part of our strategy to have our research inform decisions about **public service** provision. Policy and public service provision are also concerns addressed in 'Informing Government Policy and Public Debate on European Media', as is the need to contribute to **public discourse** by enhancing understanding of other cultures and the ways in which the media present them.

'Enriching Choreographer-Audience Relations' is designed to open up public understanding of dance-audience synergies, and the centrality of creativity and performance to **cultural life** through the interpretation of sound and movement. 'Discovering Grassroots Catholic Culture in Theatre' has the enrichment of heritage, the preservation and dissemination of cultural memory, and the support of values underpinning **civil society** at its core. It aids the public interpretation of text, material culture and image to those ends.

Education about language, language proficiency, and the preservation of languages is enhanced by the work described in 'Modernisation of teaching German' and 'The popular understanding of language'- which also makes a contribution to public discourse on culture through language. Aspects of the work on Romani, as above, also have educational impacts in relation to the preservation of community and heritage languages.