

<b>Institution: The University of Edinburgh</b>
<b>Unit of Assessment: 31 Classics</b>
<b>Title of case study: CS 2: Persian Past–Iranian Present: Communicating Ancient Iran to East and West</b>
<p><b>1. Summary of the impact</b></p> <p><i>Persian Past-Iranian Present</i> is a programme of research into cultural perceptions of Iran’s ancient past, in particular, Achaemenid Persia. Through a series of public lectures, debates and workshops, summer school teaching, TV broadcasts, a blog, travel tours and textbook publication, this research has improved the British public’s understanding of Iran’s history, and enhanced the exchange between the Iranian and Scottish communities within and outwith Edinburgh. The research has also informed the organisation and delivery of travel tours organised by international travel companies, thus benefitting the tourism industry globally.</p>
<p><b>2. Underpinning research</b></p> <p>The body of research which underpins the impacts described in 4 below has been undertaken by <b>Lloyd Llewellyn-Jones</b> (University of Edinburgh, 2004-). The programme of research began in 2004 and is ongoing.</p> <p>The research is concentrated on improving <b>understanding of the society and culture of Achaemenid Persia</b>, with particular attention to aspects of court society, dress and the body in Persia. The interactions between East and West as reflected in these areas of research – i.e. between ‘the Greeks’ and ‘the Persians’ – are the central focus of Llewellyn-Jones’ work. The work is carried out in a number of specialised research areas. The relationship of Greek and Persian iconographic models, and their interaction with a localised form of representation, is studied in the work on seal imagery created in Achaemenid Anatolia. The contact and exchange of ideas and forms between the ancient East and West as well as within sub-groups of ancient Persian culture (e.g. Iranian plateau peoples) is analysed in work on the history and structure of pre-Islamic Iranian dress. And the question of Eastern and Western representations of monarchy, government, and gender is explored in work on the Persian court.</p> <p>The research was published in a number of articles and contributions to edited volumes (see 3a below). It culminated in two larger studies: (with J. Robson) <i>Ctesias’ History of Persia. Tales from the Orient</i> (London: Routledge, 2010; translated into Farsi, 2011) and <i>King and Court in Ancient Persia, 559-331 BC</i> (Edinburgh: Edinburgh University Press, 2013). Both studies are also used as textbooks.</p> <p>Llewellyn-Jones’ research has contributed to a more nuanced understanding of the social interaction and the points of cultural contact between East and West in antiquity. His work has made available, for the first time, to both English-language and Farsi-language readerships, all of the surviving text and fragments of Ctesias’ <i>Persica</i>, in combination with an extensive historical introduction that explores Ctesias’ attempt at conveying to a Greek audience a <i>bona fide</i> Persian account of their own past. Llewellyn-Jones’s work has shown that Ctesias did not invent the ‘Orient’ as a negative construct, but, rather, that the Greek Ctesias observed, asked questions, listened, and recorded a mixture of authentic Persian stories during his time at the royal court in Persia as the Persian king’s physician, which formed the basis for his later writings. Contrary to being poor historical evidence, Llewellyn-Jones has shown that Ctesias’ <i>Persica</i> is an important source for the study of ancient Persia that affords insights into Persian society and politics that are not otherwise available, with particular regard to the workings of the Persian court, and the political manoeuvrings inside the royal family. In arguing against the scholarly practice of tarnishing all Greeks, including Ctesias, as Orientalists (in the Saidian sense), Llewellyn-Jones’ research has thus encouraged the continued debate on ancient and modern perceptions of the societies and cultures of East and West.</p>

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**3. References to the research**

All listed outputs are available on request from the University of Edinburgh. That marked REF2 forms part of the unit's output submission.

a) Outputs:

L. Llewellyn-Jones, *King and Court in Ancient Persia* (Edinburgh: Edinburgh University Press, 2013).

L. Llewellyn-Jones and J. Robson, *Ctesias' History of Persia: Tales of the Orient* (London: Routledge, 2010). [REF2]

L. Llewellyn-Jones, 'Pre-Islamic dress codes in the Eastern Mediterranean and Southwest Asia', in G. Vogelsang-Eastwood (ed.), *Berg Encyclopedia of World Dress, Vol. 2: The Middle East and Central Asia* (London: Berg, 2010).

L. Llewellyn-Jones, 'The big and beautiful women of Asia: ethnic conceptions of ideal beauty in Achaemenid-period seals and gemstones', in S. Hales and T. Hodos (edd.), *Material Culture and Social Identities in the Ancient World* (Cambridge: CUP, 2010), 171-200.

L. Llewellyn-Jones, '*Help me Aphrodite!* Representing the royal women of Persia in Oliver Stone's *Alexander*', in F. Greenland and P. Cartledge (edd.), *Responses to Oliver Stone's Alexander: Film, History, and Cultural Studies* (Wisconsin: Wisconsin University Press, 2009), 150-97.

**4. Details of the impact**

The research led to multiple, interrelated impacts which primarily affect the making of civil society and the influencing of public discourse. In addition, the research has influenced economic behaviour, within the tourist industry. These impacts have been achieved through a variety of means, especially in the form of public lectures, workshops and debates, TV broadcasts, blog communications, and travel tours. Some of the research outputs have additionally been utilised in the education of British students. The more specific means by which these impacts have been achieved, and the particulars of each impact (as well as the periods in which these occurred) are illustrated below in greater detail.

a) *civil society and public discourse:*

The research has underpinned the dissemination of knowledge and understanding of ancient Persia amongst the general public through public lectures and debates in a variety of fora and on a number of occasions. E.g. at the Edinburgh Iranian Festival (EIF) in 2011 and 2013, Llewellyn-Jones was invited to give book readings of his recent work, including from his *Ctesias' History of Persia*, followed by Q&A sessions, and of his *King and Court* (see 5.1). The Edinburgh Iranian Festival is a non-political 'space' for exchange on Iran's culture and history. The Festival aims 'to introduce the tremendous breadth of Iranian history and culture to adults and children in Scotland, and to integrate the two communities [Scottish and Iranian] through a broad range of interactive events spanning numerous art-forms' (mission statement EIF: <http://www.ediranfest.co.uk/> [<http://tinyurl.com/p8qqvc4>]). The second invitation issued to Llewellyn-Jones to speak at the 2013 event, as well as the questionnaires from the public lectures, debates, and workshops from that event, document vividly the impact especially on **the Iranian community in Edinburgh** and other **members of the local, British public** of Llewellyn-Jones' research on Iran's ancient past: 100% (= 63) of the returned questionnaires from the 2013 events (i.e. two public lectures that attracted over 200 individuals, and a workshop, all held in February 2013) show that the participants gained new knowledge and an enriched understanding of Iran's ancient past. The participants emphasised especially how the events raised their awareness of 'cultural differences' in general and of 'the interface between Ancient Greece and contemporary Persia' in particular. In addition, Llewellyn-Jones' focus on the relationship between (ancient) history and (modern) society has advanced more generally the target audience's awareness of the role of historical writing in the making of

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modern civil society. As one participant put it in their lecture questionnaire: 'the lecture [...] gave me an insight into a different culture and time, whilst raising issues of relevance to current political and social arenas. It was the highlight of the festival, giving historical depth to the event'. Another stated that Llewellyn-Jones' lecturing 'has vastly increased my knowledge of Ancient Persia and my desire to know more'; whilst a participant who had first-hand experience of modern Iran 'found (themselves) constantly reflecting on (their) modern day experience with the land 1977-78 and this part of its history, evolution and myth'. (See 5.2 for all quotations.) Two of the events at the 2013 EIF were hosted by the School of History, Classics and Archaeology on University premises to enhance the opportunity for exchange between the local Iranian community and the academic community at the University as well as with members of the British public in general (see also REF3a).

Llewellyn-Jones's research has also had an impact outwith Britain, most notably amongst the Farsi-speaking community within Iran itself. This is best exemplified by the filming of Llewellyn-Jones' 2011 events at the EIF through the Iranian TV company KahkeshanTV: the lectures were subsequently dubbed into Farsi to enhance their reception amongst **the non-English speaking Iranian public**, and made available for public viewing via YouTube, with 439 hits by 31 July 2013 (see 5.3). Following the 2013 events, the Iranian TV company Manoto TV broadcast an interview with Llewellyn-Jones on Iranian television. After the broadcast, one viewer commented on 4 March 2013 that 'many other Iranians have found your work and blog very interesting like I do': <http://persianthings.wordpress.com/related-links/> The interview, as well as the lectures from the 2013 EIF, have been made available on *Persian Things*, Llewellyn-Jones' blog, which was launched in January 2013 to encourage public debate by a larger audience. Together with the original broadcasts, the internet viewings, and regular discussion pieces that are informed by Llewellyn-Jones' research into Persia, the blog has led to lively exchange on ancient Persia: <http://persianthings.wordpress.com/> [<http://tinyurl.com/q3g6x3e>]. **Bloggers from Britain, Iran, and other countries** have made contributions to the blog communications. Their comments document the transformation of popular knowledge and the enrichment of cross-community exchange stimulated by Llewellyn-Jones' work and activity. As one 'visiting' blogger wrote: 'Just bumped into your fantastic blog, I will use a bit of it to teach my ancient historians – must buy the book now [...]' The impact of Llewellyn-Jones' research is also demonstrated in video footage that combines information from the public lectures and outreach events, and is directly accessible through the blog: <http://persianthings.wordpress.com/video/>.

A different venue through which Llewellyn-Jones's research has made an impact on **members of the British public** was a London-based summer school, in July 2013 (continued into August), on ancient Persia. The summer school allowed Llewellyn-Jones to disseminate his research to the public via direct teaching (see 5.4). The 27 questionnaires document that the participants all learnt something new from Llewellyn-Jones' teaching. In particular, the participants' comments demonstrate *how* their knowledge was changed through Llewellyn-Jones' work: one stated that 'in *King and Court* [...] I appreciated the way I could connect history with documents', another that they 'now feel better able to put the Persian Empire within the context of ancient history' (see 5.5 for all quotations).

In addition to cross-community exchange in Britain, the research has also underpinned the direct contact with Iran's ancient past (and the country's modern inhabitants) by **members of the British public** in Iran. This has been achieved through the means of travel tours to the ancient Persian sites, organised by international tour companies. Since 2008, Llewellyn-Jones has guided five tours to Iran with over 100 participants. He has acted as the sole academic tour leader on these tours. His research has directly informed the tour programme: it has been incorporated in the formal tour schedule through discussion sessions and lectures. In this way, Llewellyn-Jones' research has influenced the associations of the tour participants with Iran and its ancient past, and has furthered their cultural enrichment gained from such contacts. It has also enhanced the stimulus derived from such culture contacts for the development of an open and receptive attitude towards further exchange and engagement with an Eastern country: as one participant put it, 'The choice of itinerary was first class and the reason we booked this tour' (see 5.6).

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b) *economic prosperity:*

The financial income derived from the travel tours described in 4a above is significant. The income benefits directly the **travel tour providers**. These are private companies set up for profit: the tours are a distinct feature of their business enterprise and (financial) success. The delivery and part of the programme content is directly dependent on the availability and expertise of the tour leader, including, as stated above, lectures and discussion sessions that disseminate Llewellyn-Jones' research findings to the tour participants. Since 2008, Llewellyn-Jones has led five tours for three different companies, with over 100 guests. The gross income of these tours was in excess of £250K. Incomes for individual tours range between £15,000 for a tour of Persian antiquities in Europe to between £32,000-73,600 for tours of ancient sites in Iran (see 5.6). Llewellyn-Jones' research thus assists in the creation of wealth through informing the tour programme and lecture schedule of travel tours offered by the tourist industry.

**5. Sources to corroborate the impact**

All original web content and corroborating sources have been archived and are available through the REF3b wiki via tinyurls. Items marked with an \* are available on request from the HEI.

**5.1 Edinburgh Iranian Festival programme documenting Llewellyn-Jones' lectures and workshops EIF academic lecture programme 2013:** [http://www.ediranfest.co.uk/lectures\\_books.html](http://www.ediranfest.co.uk/lectures_books.html) [<http://tinyurl.com/pdrdpm7>]

\* **EIF 2013 Programme** (full brochure)

**5.2 Public lecture, debate, and workshop questionnaires from the EIF 2013 documenting the impact on the audience/participants:**

- \* **Questionnaires** 'Beautiful to behold is the King', EIF 2013
- \* **Questionnaires**, 'The pleasures and perils of court life', EIF 2013
- \* **Questionnaires**, 'Ancient Persia History Workshop', EIF 2013

**5.3 TV broadcasting by KahkeshanTV and internet viewings:**

- \* **YouTube:** <http://www.youtube.com/watch?v=X1oAPLY-Whs> [21 minutes; 249 views]
- \* **YouTube:** <http://www.youtube.com/watch?v=riJr8J0Xe6g> [55 minutes: 190 views]

**5.4 Bloomsbury Summer School schedule documenting Llewellyn-Jones' teaching:**

**Summer School schedule:** [http://www.egyptology-uk.com/bloomsbury/bss\\_programme\\_detail.htm#Persia](http://www.egyptology-uk.com/bloomsbury/bss_programme_detail.htm#Persia) [<http://tinyurl.com/ojawp9d>]

**5.5 Bloomsbury Summer School questionnaires documenting the impact on the participants:**

- \* **Questionnaires** 'Ancient Persia: The Achaemenid Dynasty', Bloomsbury Summer School 2013

**5.6 Travel tour programmes, prices, and participant comments documenting research-led tour sessions, gross incomes, and participant views:**

- \* **Selection of tour itineraries, prices, and comments** (e.g. Andante Travels; Magic Carpet Travel; Martin Randall Travel)