

Institution: University of Nottingham

Unit of Assessment: 28 Modern Languages and Linguistics

a. Context The UoA is located in the School of Cultures, Languages and Area Studies (CLAS) and comprises French and Francophone Studies, German Studies, Russian and Slavonic Studies and Spanish, Portuguese and Latin American Studies. Its research covers large geographical areas (Europe, Russia, Canada, the Caribbean, Latin America, Africa and Asia), and its impact is built on high-quality work from across the wide historical and disciplinary spectrum of its expertise: literature, culture and thought, translation studies, visual culture, history, politics and linguistics.

Types of impact: The impact produced by the UoA is achieved in a number of different social and cultural fields regionally, nationally and internationally, and includes:

- Increasing understanding of current international political realities and their historical roots;
- Influencing public policy in different countries and briefing diplomats;
- Promoting international post-conflict reconciliation and mutual understanding;
- Improving the communications skills of different groups of professionals;
- Influencing the practices of professional translators and subtitlers;
- Underpinning the systematic acquisition of other languages at secondary and tertiary level;
- Contributing to improved understanding of genocide and crimes against humanity;
- Deepening public awareness of the cultural output, worldview, linguistic variety and historical realities of other countries in different periods.

Beneficiaries and Users: There are four categories of beneficiaries and users of the Unit's research who have benefited in various of ways. Examples include:

Public and political sphere:

- Politicians, diplomats and civil servants (French Senate, FCO, Center for Strategic and International Studies [Washington], and Argentine Embassy and Foreign Ministry) via briefings, lectures and publications;
- International organisations (the Shoah Foundation and the Aegis Trust [an NGO]) via contributions to genocide education and memorialisation;
- Argentine and UK war veterans, and military trainers in Denmark via reconciliation meetings and the formation of a veterans' association;
- Mediators and translators in conflict resolution via the creation of an international network and collaboration with three international organisations: the Centre for Effective Dispute Resolution, the International Mediation Institute and the Union Internationale des Avocats;
- Latin American communities in Southwark via a cultural and language exchange programme;
- A women's group via collaboration with the Latin American Women's Rights Service, an online database and an interactive, multimedia online resource.

Commerce:

- French tourist information offices via feedback sessions on spoken interactions with customers;
- Publishers (CUP, Hodder, Routledge, Cornelsen Verlag, Wydawnictwo literackie, Multilingual Matters) via the production of grammars and language textbooks;
- Financial service analysts via specialised country reports for the Economist Intelligence Unit.

Education:

- Teachers and intermediate and advanced language learners in schools and universities nationally and internationally via the writing of widely used grammars and textbooks;
- Teachers and school pupils via contributing to electronic genocide archives based in the USA and Rwanda;
- Policy advisors in literacy programmes in Cuba via fieldwork studies and workshops;
- Secondary-level teachers and teacher trainers via a review of historical approaches to curricula;
- Pupils in schools regionally and nationally through on-site visits and A-level days;
- Internet users through specialist podcasts ('Words of the World' [WoW] on YouTube).

Culture:

- Museum and gallery curators and visitors to exhibitions (e.g. Lakeside Arts [Nottingham], Musée Lorrain [Nancy], Museo de la Mujer [Buenos Aires], New Art Exchange [Nottingham]) via expert advice, curating, public lectures, guided tours and catalogue contributions;
- Audiences in theatres (National, RSC, Richmond) and cinema (Nottingham Broadway) via public lectures and programme notes;

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- Radio and TV audiences (Radio 3, 4, 5 Live, World Service, LBC Radio, Deutschlandradio Kultur, Radio Educación [Mexico]) via interviews and discussions;
- Newspaper readers (including: *THES*, *Reforma*, *Excélsior* and *La Jornada* [Mexico], *El Mercurio de Santiago* [Chile], *Dziennik Warszawa*) via interviews and articles;
- Writers, professional translators and publishers (eg, *And Other Stories*) via workshops.

b. Approach to impact: The success of ML's approach to impact is based on its consistent history of public engagement (PE) and knowledge exchange (KE). These regional, national and international activities are the vehicles which enable the UoA to increase public understanding of the areas of the world covered by its languages and to make its expertise available to the general public as well as to professional organisations and practitioners. Interactions with the beneficiaries and users of the UoA's research are highly varied and embedded in all its areas.

ENGAGING GENERAL AUDIENCES VIA EXHIBITIONS: Continuing an established record, since 2008 staff have drawn on their research expertise to curate or advise on exhibitions and have provided public lectures, guided tours and study days to broaden the scope of exhibitions and attract school children and adult learners (*Windows on War: Soviet Posters 1943-45*; *Revolution on Paper: Mexican Prints 1910-60*; *Dachau Remembrance: Names Instead of Numbers*; *First Cuts*; *A New World: The Birth of Modern Lorraine*; *Empowerment Through Art: Photography and Latin American Migrant Girls in London*). The exhibitions and study activities informed members of the public about key creative and historical processes by interpreting materials from distinct cultural traditions.

ENGAGING SPECIALISED USERS VIA TEACHING AND TEXTBOOKS: ML has a long-term practice of building relationships with schools regionally and nationwide and has enriched students' language-learning through programmes of on-site visits and study days in the University (set up by CLAS' Widening Participation Officer) focusing on both language teaching and cultural topics. Over a number of years the research of ML's linguistic specialists has also enhanced the studies of intermediate and advanced language learners in schools and universities nationally and internationally via the production of innovative language textbooks and grammars in French, Serbian, Croatian and Slovene. Offord authored and co-authored textbooks on French vocabulary based on his sociolinguistic research in lexicology (currently available in over 500 libraries worldwide). **Norris'** and **Ribnikar's** Serbian and Croatian textbooks (translated into German and Polish) derive from research into the differences between the two languages/dialects during the regional transition (sales 2008-13: 17,000). **Herrity's** *Slovene: A Comprehensive Grammar* (translated into French) is recognised inside and outside Slovenia as influencing teaching via advances in the descriptive linguistics of the language.

ENGAGING USERS VIA ELECTRONIC MEDIA: The scope of PE and KE activity has been extended with the development of online resources and an app. Following **Marsh's** exhibition of Soviet posters in the Weston Gallery, a virtual gallery has been created (<http://windowsonwar.nottingham.ac.uk>) (5249 visits) transforming the accessibility of the fragile materials (otherwise stored in archives), bringing to wider public attention aspects of social and cultural heritage connected to warfare, and providing information, commentary and original materials. **Davies'** research on the *Libertadoras* has underpinned the creation of an interactive online database and map, facilitating access to and interpretation of recovered histories of women in the Spanish American Wars of Independence. These histories are already being used in local, national and international exhibitions and have fed into the development of a mobile app (currently being piloted in the Horizon Digital Economy Hub [School of Computing]) to harness crowd-sourced data about women in Independence for multipurpose online use. Another large audience (612,215 hits; 30,513 subscribers) has been created by the 'WoW' website accessible through YouTube (<http://www.youtube.com/user/wordsoftheworld>) and ML's homepage. These research-linked talks feature staff explaining the cultural and historical significance of words (eg, junta, samovar, reich, avant-garde) assimilated into English, and thereby enriching public understanding of the interconnections between cultures and languages. This initiative has received significant support from CLAS (£10k), the Dean (£10k) and HEIF (£25k).

FORGING NEW RELATIONSHIPS: Such developments over the last five years are one sign of ML's evolving approach to PE and its efforts to extend the range of its engagement activities. As impact-related activity has diversified and gathered momentum, emphasis has been focused on **fostering relationships with more specialised users** with the aim of creating long-term interactions. Examples of these developing relationships are:

- **Chevalier** has used her research on Conversation Analysis in work with **French tourist information offices** to understand the institutional factors affecting exchanges between customers

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(seeking specific recommendations) and tourist officers (professionally bound to impartiality). Feedback sessions with local staff focused on improving business practices.

- **McLelland** is using her research into the history of German grammars written in English to interact with **teacher trainers** and **modern language teachers** at secondary level via invitations to address their professional associations (2010-12) and in-service training events. As PI of an AHRC-funded network, she is enhancing teachers' capacity to reflect on how they represent languages and cultures to their learners and influencing the way training methods are devised.

BUILDING IMPACT POTENTIAL: These projects with an evolving potential for impact exemplify a step change in ML's way of developing some of its new research. First, there is an increasing drive to identify impact potential in work not initially conceived with large-scale impact in mind. Steps are now taken to enable the reach of initial impacts to be extended, as in the development of websites or in support for applications for follow-up funding (eg, **Davies'** 'Women and Independence', AHRC £94k). Second, new research projects have been conceived with external engagement as a key part of the research process (eg, **Chevalier, McLelland**), both of which are showing strong signs of follow-on impact potential. Third, impact capacity has been underpinned by the appointment of six academic staff, the recruitment of PhD students, and targeted funding to develop impact potential. The Centre for Translation and Comparative Cultural Studies (CTCCS) has benefited by the appointment of **Lee**, a specialist in translating corporate websites, **Mével**, a specialist in audio-visual translation studies, and **Yuan**, a specialist in translation and mediation; research in visual culture in French has been enhanced by the appointment of **Yacavone**, a photography specialist; and the International Consortium for the Study of Post-Conflict Reconciliation and Reconstruction (ICSPRR) has extended its range by the appointment of **Stockey** and **Miranda**, with expertise on Gibraltar and Transatlanticism. New relationships with external partners are already being developed: subtitlers (**Mével**), conflict mediators (**Yuan**), the Maison Européenne de la Photographie and the Photographers' Gallery (**Yacavone**), the government in Gibraltar (**Stockey**). PhD studentships have been targeted on areas associated with impact: Williamson (AHRC Collaborative Doctoral Award) on Rwanda genocide survivor testimonies; Matoso on post-conflict Mozambique and Angola; Askew on language, politics and reconciliation in Bosnia and Herzegovina; and Ormond on post-conflict reconciliation. For example, Matoso's work with local NGOs, neighbourhood groups and national and local governments, analyses water management models and aims to influence policy on ways to improve access to water through urban development projects.

INSTITUTIONAL SUPPORT: The evolution of the approach to impact has been underpinned by CLAS and the University more widely. CLAS' Research Committee (SRC) defines research strategy and, in conjunction with its KE and Impact sub-committee, sets the framework for the development of impact from initial research planning, mentoring of grant applications, targeting of potential users and building of sustainable relationships through to evaluation and follow-on activities. In 2008 the SRC appointed an academic KE Officer who coordinates CLAS' activities with Faculty and University policies, promotes internal and external funding opportunities and organizes workshops to raise awareness of the opportunities and pathways for achieving impact. The Centre for Advanced Studies in the Arts and Social Sciences (CAS) runs two major research initiatives, Pathways to Impact and Public/Business Engagement, and supports the development of research with impact connecting to strategic research council themes. CAS has certain key roles:

- To identify partnerships and support potential collaborations (eg, **Davies'** link with Horizon and funding for her collaboration with Southwark Council);
- To provide training events on approaches to KE and impact planning;
- To support showcase events and exhibitions to engage users in research outcomes (eg, **McLelland's** poster exhibition on the history of German teaching and learning in the UK).

SRC and the Faculty provide annual funding to research centres in ML (CTCCS £5k, Cuba £5k, ICSPRR £15k), all of which have produced REF case studies. **Seed-corn funding** from SRC, CAS and the University's New Researcher Fund has enabled early-stage impact development for: two short-term fellowships, two photography exhibitions and web and app development related to Davies' 'The *Libertadoras*' (£20.4k), empirical research in French tourist information offices (£11k), and building impact-related partnerships (Paris and Nancy, £1.4k).

c. Strategy and plans In the light of ML's success in achieving impact through its PE and KE work and diversifying its beneficiaries, the SRC has set the aim for the period 2014-2019 of increasing the scope and depth of activities producing impact, and the mechanisms for delivering this aim are:

- **Focusing financial support and the mentoring of specialist advisers in CAS and CLAS on**

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research clusters and centres where there is potential for new public engagement: for example, the ICSPRR will (i) extend post-conflict research to focus on Gibraltar, Melilla/Ceuta, Macau and Timor and involve international politicians, diplomats and journalists, and (ii) engage with a London-based Serbian independent business network; and the CTCCS will collaborate with professional translators, publishers, users of AVT and subtitlers. A new Faculty **KE Manager** will support staff in accessing KE income streams, building partnerships and undertaking evaluation of activity.

- **Placing increased emphasis on KE and engagement with non-academic users** via the inclusion of goals for impact in the University's annual Personal Development and Performance Review; requiring applications for research leave to identify impact potential where appropriate; encouraging staff to access seed-corn funding, specialist training and near-peer mentoring; taking the potential impact of research into consideration when appointing new staff;
- **Drawing supervisors' and mentors' attention to engagement-related training and development opportunities for PGRs and ECRs** through CAS, so as to embed PE and KE early in the researcher life-cycle;
- **Building and sustaining more long-term external relationships** to maximize the potential for KE with practical applications; for example, if funded, Hitchcott will cement her partnership with Aegis for a second Rwanda genocide project on 'post-traumatic growth' to run from 2015;
- **Embedding, diversifying and reflecting on impact** activity to ensure that best practice is shared: SRC will review progress biennially to identify strengths and weaknesses. Research clusters and centres will be required to assess impact activity and identify ways to improve performance;
- **Continuing to support currently successful KE activities** with targeted financial support to projects such as those led by **Chevalier, McLelland and Smith** (working with the French Senate to promote understanding amongst the French political class and general public of the significance of the upper chamber), which show potential for significant development over the next REF period;
- **Fostering promising emerging public engagement activities** such as those involving **Bartel** ('Writers in Residence', awarded £3.6k by DAAD [German Academic Exchange Service] and the Goethe-Institut) and bringing together creative writers in German, translators and publishers, and **Ridon** (CI on 'Re-enacting the Silk Road', an AHRC-funded interdisciplinary network [£13.9k], building KE collaborations with the commercial, cultural and creative sectors).

d. Relationship to case studies: Exhibitions associated with two case studies, '**The Renaissance Effect**' and '**Preserving and Presenting Soviet Cultural Heritage**', exemplify a well-established practice in ML of making research accessible to **general audiences**. Through the selection of exhibits and/or their presentation (in catalogue essays, study days, gallery tours), research has invigorated awareness of cultural heritage and deepened historical understanding. The analysis of detailed visitor data and feedback in one case, and the development of the other into an interactive online exhibition are important developments in ML's approach and signal an increased awareness of the importance of **understanding beneficiaries' responses** and **seeking creative ways of increasing reach**. The online availability of historical resources connected to women's role in Latin American Independence is fundamental to the success of '**The Libertadoras**'. The accessibility of little-known materials has transformed understanding of a crucial historical period amongst users in Buenos Aires and London and assisted the personal development of young women migrants in the UK. This is one example of ML's objective of extending the reach of its research to new groups via electronic media, an outcome facilitated by follow-on AHRC funding, which is key for future planning. The importance to ML's approach of **forging and sustaining new kinds of partnerships** is clear in several of the case studies in which the building of trust enables research to achieve deeper influence. At the heart of '**A Contribution to Commemorating and Learning from the 1994 Rwanda Genocide**' is a collaboration with an NGO focused on supporting genocide survivors via memorialisation, and on its broad educational mission of making testimonial materials widely available. '**Improved Mediation Outcomes**' works with **specialised users** via its network of mediators and translators through which research has shifted perceptions and influenced change in professional practice. Similarly, '**Providing Bi-partisan Perspectives on War**' has built **long-term relationships** with war veterans, military trainers and diplomats working in the aftermath of the Falklands-Malvinas war and has promoted reconciliation between military personnel and a more nuanced understanding of trauma. Finally, '**Providing Intelligence on Cuba**' is an example of the long-term deployment of research to inform a wide variety of **specialised users** (diplomats, policy advisors, journalists, business organisations) about evolving political realities in Cuba on the basis of which they can more securely formulate their approaches to the country.