

Institution: Bournemouth University
Unit of Assessment: 34 – Communication, Cultural and Media Studies, Library and Information Management
<p>1. Unit context and structure, research and impact strategy</p> <p><u>1.1. Context and overview</u></p> <p>This large unit reflects the inclusivity of our approach and the growth and diversification of the unit since 2014. The latter is linked to the creation of the Faculty of Media and Communication (FMC) in 2014 from the former 'Media School', thereby formalising interdisciplinary connections. Since 2014, we have continued to expand and embed research excellence across a growing staff base. The number of researchers submitted in this unit has increased by 198% from 24.8 FTE in 2014 to 73.86 FTE in 2021. Doctoral completions have increased by 166% from 19.83 in 2008-2013, to 52.67. in 2014-2020. In this REF period our unit has increased its academic footprint and made a major mark on the fields of media, communication and cultural studies, with c. 1800 scholarly outputs including: 103 books, 270 book chapters, 477 journal articles, 14 exhibitions, 19 artefacts, 2 compositions, 675 conference papers, 36 films, 7 performances, 60 research reports, 81 internet publications and 17 special issues.</p> <p>That growth has taken place in a context where within FMC the institution has developed new unit submissions in the disciplines of Law (UoA 18) and English (UoA 27), which were incorporated within our 2014 UoA36 submission.</p> <p>Within the unit we have continued with similar research management arrangements to those that had been very effective prior to 2014. These arrangements include encouraging and facilitating interdisciplinary research via research centres and groups. These groupings also offer an identity and community for researchers, enabling the promotion of research activity across departments, faculties, and external academic and industry partners. In the spirit of collaboration and cross-fertilisation, colleagues are encouraged and supported to work across and between research groupings. This is reflected in the summary below, where some colleagues are mentioned under multiple groupings.</p> <p>In 2014, the unit included work that was based on eight specialist areas: politics and media, journalism, media history, consumer cultures, narrative research, public relations, media education and intellectual property policy and management. Since 2014, six of these groupings have grown and flourished within this unit, with the narrative research and intellectual property groups developing into new unit submissions in English and Law. We have also seen research centres evolve and merge to develop interdisciplinarity as part of a long term strategy to meet today's societal challenges and funding environment.</p> <p><u>1.1.2. Key areas of research within the UoA</u></p> <p>i. Political culture and communication</p> <p>Established in the early 2000s, this group continues to grow in size and academic impact. It has long-established expertise in the broad areas of media and politics including comparative media analysis (Jackson, Lilleker), political communication and political psychology (Gerodimos, Richards). Since 2014 it has expanded its academic footprint into areas such as public diplomacy and nation branding (Dolea, Surowiec), protest and social movements (Elsheikh, Feigenbaum, Veneti) and emotion, affect and political culture (Gerodimos, Richards, Voutyras, Yates). Growth has been aided by the validations of the MA in International Political Communication (2015) and the MA in Political Psychology (2016), which have also been successful feeders into our PGR community.</p>

During this REF period the group has worked under the *Centre for Politics and Media Research*, which has recently been renamed the *Centre for Comparative Politics and Media Research* to reflect its increasingly global outlook and commitment to external collaboration and comparative research.

ii. Journalism, conflict and social justice

Bournemouth University (BU) has always had a strong reputation within the journalism industry based on its degree programmes, but we are now firmly established as a centre of journalism research. With a growing critical mass of researchers, our research agenda has also expanded, from one focused around journalism innovation in 2014, to one that encompasses post-disaster journalism (Matthews, Sreedharan, Thorsen), science and data journalism (Nguyen, Thompson), comparative journalism studies (Jackson, Jebril, Thorsen, Zhao), journalism and emotion (Glueck, Jukes) and ethics and trauma in reporting sensitive subjects (Fowler-Watt, Jukes, Luce).

Since 2014, this group of researchers worked under the auspices of the *Centre for the Study of Journalism, Culture and Community*, which grew in such a way as to give birth to two new research centres in 2019: the *Narrative Research Centre* (aligned with UoA27) and the *Centre for the Study of Conflict, Emotion and Social Justice*. The latter centre aims to provide the infrastructure for better collaboration across disciplines in journalism and law, and drive research towards global challenges and UN Sustainable Goals. It is now also home to many of our practice-based researchers, whose work is connected through their commitment to tackling marginalisation through engagement with seldom heard voices (Gee, Hearing, Iwowo, Sudbury).

iii. Promotional cultures and communication

Bournemouth has an established reputation for pursuing critical aspects of promotional culture and communication. In particular, we developed specialisms in digital virtual consumption (Denegri-Knott, Jenkins) and critical public relations (PR) (Moloney) including PR history (Theofilou). Since 2014, these research strands have intensified in critical mass, as well as branching into new territories such as: branded content (MacRury), corporate social responsibility (Grigore, McQueen, Moloney), marketing rhetoric (Miles) and consumer subjectivity and choice (Oshima, Scullion). This group of researchers operate within the *Promotional Cultures and Communication Centre* (PCCC), incorporating those who previously occupied the *Public Relations Research Group*.

iv. Media history

BU has a long-established and global reputation for excellence in media history research. Since 2000, this group has worked productively as the *Centre for Media History* - one of only three centres for media history in the Anglophone world. Building on existing strengths in broadcast history - particularly public service radio (Chignell, Franklin), this group has expanded into film history (Fisher), community radio (Khamkar, Scifo, Starkey) and oral history (Cosson); and have consolidated critical mass around the history of women's radio (Murphy, Skoog, Terkanian).

v. Media literacy and pedagogy

This area began as a HEFCE-funded Centre for Excellence in Teaching and Learning in Media Practice from 2005 to 2010, pursuing innovative and technology-led approaches to media education and practice. The group has since transitioned into a leading international centre of media education research, and since 2014 the group has continued to grow in capacity and external impact. The research agenda of the group is themed around digital media literacies (Gerodimos, McDougall, Rega, Woodfall), experiential learning and co-creation (Bissell, Fowler-Watt, McDougall, Readman), civic media (Gerodimos, Feigenbaum, Rega), and innovative pedagogies with impact on educational inclusion (Cownie, Gabriel, Readman). Administratively, the group works under the *Centre for Excellence in Media Practice* (CEMP) which leads across the university in education research and evidence-based practice.

vi. Media industries

This interdisciplinary group of researchers have emerged as a collective entity since 2014 to explore important issues in the creative and media industries, including: tackling marginalisation in media and film (Brylla, Hodges, Pullen), careers in the media industries (Van Raalte, Wallis), media franchises (Berger, Proctor, Stutterheim, Westling), media management in the creative industries (Oliver).

As an emerging area of strength, much of this work has occurred outside of formal research centre administration, which we expect to grow into an external-facing centre in the course of the next REF cycle as we expand the critical mass of researchers. Much of the practice-based research that emanates from this grouping sits within the Experimental Media Research for Cultural and Creative Industries (EMERGE) research centre - which spans six university departments and two Faculties and is led by Prof. Garcia.

1.2. Research strategy**Delivery against 2014 objectives**

The key aims in our REF 2014 submission have been achieved or exceeded. We respond to these in the following section where we also introduce new strategic objectives that have driven our activities during this REF period.

SO1: Improve our research capacity and environment through grant capture

Since 2014 we have built a supportive and inclusive research culture and infrastructure to enable successful grant capture. The unit's total research income in this REF period stands at £901,185 which represents a 77.4% increase since 2008-2014 REF Period. As we detail in Section 3, this comes from a range of sources including UKRI, charitable foundations and commissioned research. We are also developing sustainability through the submission of more research council bids since 2014 and growing the number of staff involved in funded projects (as both PI and Co-I).

SO2: Support international research partnerships and collaborations

We are committed to developing sustainable international research partnerships across the unit that lead to collaborative research and high-quality outputs (see Section 4.2). Approximately 30% of our eligible publications are co-authored with international collaborators (SciVal 2020). Major international collaborative research projects have been conducted with local partners in India (Sreedharan and Thorsen), Latin America (Rega and Lilleker, Jukes and Fowler Watt), sub-Saharan Africa (Rega and Lilleker) and Nepal (Sreedharan and Thorsen), funded by the AHRC and BU's institutional Global Challenges Research Funding block grant.

Since 2014 we have supported the development of international research partnerships through:

- Over £350,000 QR investment for international conference attendance and for international network building.
- Promotion and use of the Erasmus+ scheme for staff mobility.
- Recognition and reward of developing international partnerships and collaborations in pay and promotion.
- Appointment of Deputy Deans of Global Engagement at Faculty level (since 2016), and Global Engagement Leads at Department level (since 2015).
- An internal GCRF funding panel, predicated on the building of international research networks, set up in 2019 in collaboration with UKRI. The UoA has been the recipient of three awards: supporting research and impact projects on child survivors of Colombia's armed conflict in collaboration with multiple international partners (Jukes and Fowler-Watt); media action against sexual violence in India in partnership with multiple media and NGO

stakeholders (Sreedharan and Thorsen) and post-disaster journalism in Nepal (Sreedharan and Thorsen).

SO3: Develop our capacity for research collaborations with the media and cultural industries

Since 2014, this unit has further established a collaborative, industry-facing research culture (see Section 4), shaped and supported by a legacy of employing people who have worked and continue to work in the media and cultural industries. Researchers in our unit have established and sustained research partnerships that include: the BBC (Fowler-Watt, Murphy, Perry), Channel 4 (Jackson, Sudbury), Reuters (Jukes), BECTU (Van Raalte and Wallis), Exterion Media (Denegri-Knott, Jenkins) and Sky (Oliver); relationships that form an important part of our impact case study portfolio. Section 4 also details our successes in sustaining partnerships in the NGO/ non-profit and policy sectors.

Our strategy of furthering research collaborations with external partners has been supported through institutional pay and progression incentives whereby colleagues are rewarded for successful professional practice activity and the establishment of industry partnerships. BU is a leader in the sector for its inclusion of professional practice as part of the workload allocation for every BU academic. Rather than sitting separate to research and education, our institutional philosophy is that professional practice should be *integrated*, so that it is driven by research excellence and therefore aligned with the research impact agenda.

SO4: Shape public debate through the communication of research

Public engagement has become firmly embedded in our research culture. As presented in Section 4, our aim has been to contribute evidence, shape ideas and develop new perspectives in public debate through media appearances, research-informed reports and public-facing events. It also includes a commitment to engaging the local community with our research.

In the REF period, unit colleagues have organised over 150 public and community engagement events (including public lectures, public seminars, festivals and exhibitions), made over 500 media appearances, produced 60 research-informed reports and over 70 research-informed media artefacts (including films, documentaries and short stories) (see Section 4). Our unit has also made major contributions to the annual Festival of Learning held at BU and 10 Global Festivals of learning, including events in India, China, Malaysia, Vietnam and Germany. Nine public engagement events have been organised by the unit through our partnership with the ESRC Festival of Social Science.

Since 2014 we have supported public engagement activities through:

- Investment of circa 20% of our annual HEIF budget in public and community engagement, reflecting its importance in our strategy.
- Investment of over £70,000 of QR funding in support of the creation of research-informed media artefacts.
- Embedding of public engagement in staff and PGR development provisions.
- The appointment of three dedicated public engagement roles: a Research Communications Manager, Public Engagement Officer, and an Events Organiser whose sole focus is to facilitate and support the public engagement activities of BU colleagues.
- Recognition of public engagement in internal pay progression and promotion.

SO5: Cultivate an inclusive research culture where all academics are expected and encouraged to pursue research excellence

Our inclusive research culture is reflected in our large submission of 73.86 FTE, a 198% increase from 2014, and including staff at all career stages. This growth results from our institutional strategy to support all academics in pursuing research excellence. There are no teaching-only contracts at BU: all BU academics have a 'Fusion' contract, meaning that they are expected to

participate in research, education and professional practice. We require and support staff with industry experience to pursue doctorates and have made good progress in improving the proportion of staff with doctorates (70% for the Faculty, compared to 51% in 2013-14). We are also inclusive of practice-based research and are proud that our submission includes 15 such outputs (excluding double-weighting), including scripts, compositions, exhibitions, documentaries and films. We created a Practice-based Research 'Champion' role (Sudbury) to support its development across the unit. Inclusive values are also evident in our staff profile (Section 2), and in the research we pursue, which is driven by a critical awareness of marginalisation and social justice.

S06: Embed impact at the heart of our research culture

We are proud that through this REF period we have supported the development of 15 impact case studies (ICS) - more than double our submission requirement. The case studies reflect the international, interdisciplinary and collaborative character of the unit, with beneficiaries from the charity sector, corporations, media organisations, sports governing bodies, global policy makers, government departments and NGOs. Case studies also reflect our unit's commitment to ethical and socially responsible values in media representation.

We have invested heavily in our infrastructure supporting impact, with a considerable expansion of dedicated impact support staff since 2014, alongside generous internal funding streams, institutional rewards and the appointment of a UoA Impact Champion (Chignell, Gerodimos) (see Section 3). Our commitment to impact extends beyond REF - putting it continuously at the heart of our research culture.

S07: Develop interdisciplinary mindsets in our researchers

Media, communication and cultural studies have always found themselves at the frontiers of other academic disciplines, and our diverse outputs profile is testament to our commitment to interdisciplinarity. Before and since 2014, our unit has made this an explicit strategy so as to better align with the external funding environment and to develop our capacity for working across disciplines.

Throughout the REF period we have been intent on building *teams* of researchers that work beyond their 'home' discipline. A major structural part of this culture change came in the re-commissioning of research centres in 2019. Historically, our research centres emerged from departments and were discipline specific. But now, all of our research centres operate across departments (and therefore disciplines), demonstrating a commitment to responding to social, cultural and ethical challenges that emerge (which are rarely discipline specific). The aim of this strategy is to build teams of researchers who are oriented towards the funding priorities of prestigious funders. In support of this culture change, we have also embedded an alignment with the UN Sustainable Development Goals (UNSDG) in all of our research activities. In applications for internal seed funding, and in the development of individual research plans for example, academics must show how their activities are engaged with the UNSDGs.

Future research and impact strategy

We will maintain and develop SOs 1-7 to achieve the following objectives:

SO1: Improve our research capacity and environment through grant capture

Increasing our capacity for grant capture lies at the heart of our UoA strategy over the next five years. This strategy is underpinned by major investment in support and incentive structures (see Section 3) and the BU2025 strategic plan, which places emphasis on grant capture through the cultivation of research teams from across disciplines and different career stages. Our bidding activity will also strategically move towards larger grant capture. These investments indicate sustainability for the unit; since July 2020 we have won over £520,000 of UKRI funding for six new projects (see Section 3). In the next REF period, we expect to increase our research income by

up to 30% and will also focus on increasing the number of staff involved in external bidding as a PI (currently 60% of unit).

SO2: Expand our international research partnerships and collaborations

We will continue to support and reward staff in their efforts to establish international partnerships through the continuation of internationalisation roles, QR investment and bidding support towards grant capture. We aim to increase the number of internationally co-authored papers and have set an institutional KPI to monitor our progress. Strategically, as a unit, focus will be given to a) continuing our track record in developing partnerships within ODA countries and b) large, international comparative research projects. Both internal resources and external funding are sought to achieve these aims.

SO3: Develop our capacity for industrial collaborations

Moving forward, we will re-orientate our focus beyond the media and cultural industries to embrace more interdisciplinary industrial partnerships that support larger grant proposals. Supported by the wider BU 2025 strategy, we will maintain incentives and support structures as part of our own research strategy in the next REF period.

SO4: Shape public debate through the communication of research

Having established a solid infrastructure for our research activities and its communication with public and external stakeholders, our ambition post-2021 is to maintain our commitment to public engagement and open research, and also to raise our profile in national and international media and amongst key stakeholders.

SO5: Cultivate an inclusive research culture where all academics are expected, encouraged, and supported to pursue research excellence

All staff will continue to be supported in their research endeavours, including those who join without a doctorate. We aim to increase the proportion of Faculty staff with a doctorate to at least 80% by 2025. We will continue our investment in high-quality research facilities and supporting infrastructure to benefit all researchers. We will address the gender and other potential inequalities in our unit profile (particularly the proportion of female full professors) through external recruitment and internal promotion.

SO6: Embed impact at the heart of our research culture

We will maintain our current investment in the infrastructure to enable the development of impact at all levels including support and leadership roles, internal funding and institutional rewards. We will further invest in training and mentorship in relation to building impact into research projects, cultivating external partnerships, and conducting policy work. We can look ahead to the next REF with 9 prospective ICS that are already in development, including 3 of those continued from this REF cycle, alongside ones that have emerged since.

SO7: Develop interdisciplinary mindsets in our researchers

We will increase the range, diversity, and innovativeness of our work by partnering with researchers across other disciplines, leveraging our institutional Strategic Investment Areas and Fusion themes for BU2025, particularly *Digital & Technological Futures*, *Global Security* and *Health & Wellbeing* to identify and forge strategic collaborations with new internal and external partners.

SO8: Continue to grow, and develop a vital and sustainable PGR culture

We aim to continue growing our PGR community, particularly through competitive funding streams. Infrastructure investment will be focused on improving both PGR research facilities and spaces where innovation and staff-student collaboration thrive.

1.3. Creating an open research environment

The public dissemination of our research is facilitated by a generous university **open access** (OA) funding policy, which provides funding for high quality outputs to be published via the gold open

access route. Since 2014, c. £21K has been spent on funding the gold open access publication of outputs for this unit. In addition, green open access is facilitated via Bournemouth University Research Online (BURO), which houses open access research outputs by BU staff and PGR students, as well as our collection of PhD theses. BURO is linked to our research data repository, [BORDaR](#), launched in 2018. 99% of our in-scope outputs in this REF period are OA compliant or had a permitted exception. Despite greater copyright challenges, these principles apply to our practice-based research too, most of which is freely available online. Targeted support and promotion of open access is offered by the appointment of a UoA Outputs Champion (Berger).

Since 2017 we have appointed two Faculty Data Champions to promote and facilitate the responsible storage and open sharing of data. We have also encouraged the use and awareness of open source software and code sharing so that data can be (re)produced, archived and shared in non-proprietary/open data formats. To do this we have invested in training and support through such initiatives as Datalabs (Feigenbaum, Jackson, Thorsen, Thompson) which brought together researchers from across the unit, alongside data scientists, psychologists, and geographers - who have a shared interest in computational research methods. Many of the resources developed from this project have gone into the Routledge *Data Storytelling Workbook* (Feigenbaum, 2020).

1.4. Supporting research integrity

Research integrity is of fundamental importance to all research conducted by unit members, several of whom (Berger, Gabriel, Farrell, Jebril, Matthews, Iwowo, Rega, Thompson) play a significant role on the institutional social sciences ethics panel. Institutionally-mandated ethics training for all staff and PGRs is enhanced by support and advice provided by a dedicated departmental ethics panel, and all research activities are required to comply with the highest ethical standards via a thorough assessment by the institutional ethics panels.

2. People

2.1. Staff and staffing strategy

The staffing strategy for this unit supports four principal aims:

1. **Research excellence:** Continue to ensure that research excellence or potential are key criteria in staff appointments. Encourage and support staff to develop skills required to enhance high quality outputs, impact generation, external engagement and further developing academic excellence – to develop future strategic priorities across the unit. Further develop pay, reward and recognition structures that recognise high performance, potential and delivery in research.
2. **Inclusive research community:** Support all staff in defining and developing research appropriate to career stage and expertise via mentoring and structured staff development. Support flexible careers (including P/T and flexible working arrangements) that reflect our inclusive values. Address inequalities related to gender through Departmental work towards Athena SWAN recognition (1 Department at Bronze currently working towards Silver, 2 Departments working towards Bronze) and a Faculty action plan on gender and research. Address race inequalities through contributing to the institutional Race Equality Charter submission.
3. **Expanding PGR supervisory capacity:** Support PGR growth and enhance PGR experience – including structured on-going supervisory development via the Doctoral College and increasing the number of staff involved in active supervision in the unit.
4. **Ensuring the long-term sustainability of the unit:** Through the award of permanent contracts and the application of succession planning, especially in senior and leadership roles.

Since 2014 we have **recruited** 42 new members of staff for this unit at ECR (30), mid-career (8) and senior levels (4). These appointments reflect our investments in interdisciplinarity researchers (such as media history and politics) alongside the building of research capacity in existing areas of strength (such as media practice, marketing communications and journalism). Possessing a doctorate is an essential criterion for all appointments since 2012; a policy that has significantly changed our staff profile and associated research culture. Given the vocational nature of some of our degrees we make exceptions for candidates who come with outstanding industry experience. These new staff are obliged to undertake doctoral study as part of their contract and are supported through the process of becoming independent researchers.

Sustainability of the unit has been enhanced by **significantly expanding the professoriate**, which now stands at 22 (compared to 7 in 2014). We have made 4 external appointments at professor level (Garcia, Knudsen, Stutterheim, Yates) while also promoting 5 staff to full professor (Berger, Jukes, Lilleker, McDougall, Thorsen) and 12 to associate professor (Cownie, Denegri-Knott, Fisher, Feigenbaum, Gerodimos, Jackson, Luce, Nguyen, Oliver, Pullen, Rega, Sudbury). This provides us with greater research leadership capacity, alongside the ability to succession-plan appropriately for staff turnover. We are also ensuring sustainability through **maintaining a strong base of staff on permanent contracts** (94% of our submitted staff), and a **balanced academic cohort** featuring: (excluding former staff and 5 in senior management positions) 2 Postdoctoral Researchers, 20 Lecturers, 23 Senior Lecturers, 13 Principal Academics, 12 Associate Professors and 9 Professors. 70% of Faculty staff now have PhDs compared to 51% in 2013-14, **increasing both our research and PGR supervisory capacity**.

Over the REF period we have employed a number of Postdoctoral Research Assistants (PDRAs). PDRAs have worked on externally funded projects and in internally funded postdoctoral roles to assist academics in developing research outputs and impact case studies. The PDRAs make a valuable contribution to the research culture of the unit, and are fully integrated into our mentoring, staff development and research planning processes. This strategy has proved successful, with all developing their research profiles and finding further employment at BU (Goldsmith, Mills) and elsewhere.

2.2. Staff development and support

We have continued to support staff towards research excellence in the following ways:

- **Better leadership and management structures** through the creation of the Departmental Head of Research role (now a Deputy Head of Department), introduced in 2014, enabling a new focus on our research environment at Department level.
- **Tailored support for researcher development** through the production of an annual *Personal Research and Impact Plan* as the basis for short and medium-term career planning. Through dialogue with research mentors and departmental leadership, these research plans also identify development needs that can be acted upon.
- **Time for research.** Our institutional workload model foregrounds substantial opportunities for research as a defining characteristic of all academic roles. All academics are given a minimum of 30% of their workload for the purposes of research. This stands as a central tenet for institutional commitments to 'Fusion': the ambition for all staff to be active in research, education, and professional practice. Flexibility is also allowed for staff to tilt their workloads towards teaching in one semester, so that they have more intensive research time in other semesters.
- **Mentoring.** Since 2014 we have expanded our mentoring scheme so that *all* Faculty staff are assigned a mentor who they meet at least once a semester. Mentoring is shared between senior staff members within the Faculty and we monitor the gender balance of mentors/mentees. All staff who mentor are required to attend staff development sessions on coaching and mentoring. Since 2019 we have embedded mentoring more formally into researcher and career development by aligning it with: a) individual research plans, b) the appraisal and c) workload planning. Staff can also be appointed an additional mentor (with appropriate experience) when applying for research grants and when taking on research leadership roles.
- **Research leave.** In 2016, the Faculty launched a QR-funded competitive research leave scheme enabling focused work on extended writing and research projects. The unit has had six beneficiaries including Chignell, Feigenbaum, Jackson, Pullen, Thorsen and Veneti. From 2018, colleagues have applied for a central BU scheme with five beneficiaries in the unit including Cownie, Fowler-Watt, Gabriel, Savigny and Scullion. These periods of leave were highly productive and have resulted in outputs entered into this REF submission.
- **Access to competitively allocated QR funds for conference attendance.** Approximately £350,000 was invested in conference attendance during the REF period, with unit colleagues presenting 675 conference papers. ECRs are given priority in these schemes.
- Investment in supporting colleagues to disseminate their research at **industry and policy stakeholder events**. For practice-based researchers, this often includes supporting the costs of attending **film festivals and running exhibitions**, as part of a strategy that supports engagement with non-academic stakeholders (see SO3). The outcomes of this QR investment (approximately £50,000 over the REF period) are documented in Section 4.
- **Specific QR support for leadership of and engagement with national and international subject associations / academic networks.** Separate to the funds allocated to conference attendance, approximately £50,000 was invested in institutional membership of academic networks/ associations and in supporting staff to take leadership positions within these. Unit staff have held 32 subject leadership roles in this REF period (see Section 4).

Research skills support and development

Aligned with the Concordat to Support the Career Development of Researchers, we support staff through all stages of the research cycle through a programme of **staff development sessions**. Since 2017, our unit has benefited enormously from the Research and Knowledge Exchange Development Framework (RKEDF), which offers a range of opportunities for academics to develop their research skills, knowledge, and capabilities. Programmes include writing for publication, grant capture, research project management, career planning, international collaborations, impact, and public engagement. Sessions offer specific support for ECRs, mid-career academics (new to research), mid-career academics (research leaders), and the professoriate. Over 75% of UoA34 colleagues attended at least one RKEDF session since 2017 including all of our ECRs.

Subject specific research skills development is provided through events and initiatives hosted by research centres, departments and the Faculty. These include:

- Over 120 research seminars organised by research centres in this REF period, featuring internal and external speakers (see Section 4.2).
- Over 60 'research process seminars', organised at Faculty level since 2017, which share the *process* of doing research - the methods, approaches, failures and successes in conducting research projects - as a means of staff development.
- The launch in 2020 of the 'Industry to Academia Seminar Series', convened by an ECR (Iwowo), to support staff transitioning into academic research from previous careers.
- Over 40 departmental 'Brown Bag' sessions, where in-progress manuscripts are shared with colleagues for feedback.
- Weekly writing days - held either off-campus or virtually - where colleagues share writing goals and conduct focussed writing.
- The 'Publishing Partnership Initiative', which matches ECRs with more senior colleagues, assisting in the development of over 20 research outputs since 2015.

Output development and seed funding

In this REF period we have more than doubled our QR investment fund (which has totalled approximately £3m over the period), focused on creating clearer lines of funding streams, and aligning them with our strategic priorities (Section 1).

Academics can bid for small amounts of money to support projects early in their development. At BU, such schemes are designed to favour ECRs. Between 2014-18, much of this QR budget was held at Faculty and Departmental level, but since 2018, more seed funding has moved centrally to encourage interdisciplinary collaboration. Below, we outline the seed funding schemes that unit colleagues have benefitted from during this REF period:

- **Research Centre funding**

On average over the REF period, each Research Centre has a yearly budget of approximately £500 per Centre member which is scaled according to the number of members. As well as serving Centre research seminars this budget is also for seed funded projects and research environment. In the REF period, Centre funding has supported the fieldwork costs of 65 outputs in our submission, and the indexing and production costs for 20 books. Centre funding is also used to support innovative, rapid-response and/ or outreach work that could not be funded any other way. Examples include the Election Analysis reports (Jackson, Lilleker, Thorsen, Veneti), the Suicide Reporting Toolkit (Luce) and Civic Media Hub research resources (Feigenbaum).

- **Student Research Assistants (SRA) scheme**

This programme focuses on facilitating co-creation between academics and students. The unit has won over £15,000 of investment, directly supporting 10 of our submitted outputs (beneficiaries including Feigenbaum, Gerodimos, Jackson, Luce, McDougall, McQueen, Thorsen, Sreedharan). For students, it is an opportunity to undertake research under the guidance of an experienced academic who is directly related to their career path and/or academic discipline.

Focused support for output development is also facilitated by the **creation of two leadership roles**: a UoA Outputs Champion (Berger) and Practice-based Research Champion (Sudbury). In

2018 we invested in a full-time outputs PDRA who supported academics in producing research outputs.

Impact development

We have expanded our staff development schemes for those aiming to bid externally. These are aimed at academic staff from ECR to professoriate levels and cover all aspects of external research bidding, from horizon scanning to bid writing, budget, and people management. For many of these schemes, submitting an external bid is an expectation of completing the course. Institutional schemes include the Grants Academy and since 2019, the Research Council Development Scheme (see REF5a for further information). 24 unit members have participated in these schemes, underpinning many of our submitted grants. A suite of staff development sessions are also delivered on a rolling basis, including: 'Building partnerships'; 'Working with industry' and 'Meeting the industrial challenges'.

Supporting the development of ECRs (including PDRAs) and their integration into the unit research culture remains a priority. All of the above-mentioned competitive internal funds and development opportunities privilege ECRs.

2.3. Equality and diversity

The unit has a diverse **staff profile**. Our gender ratio is 49% female, 51% male. Similar proportions are reflected in our submitted outputs (45% female, 55% male) and impact case study contributors (50% female, 50% male). There are equal proportions of men and women throughout all the grades in our unit with the exception of professor, where we have two female professors (both appointed in this REF period) and seven male professors. This is an imbalance we will address through new appointments and internal promotion, by supporting female associate professors (currently 6) towards full professor.

Our **REF preparations have been led by a mixed gender (4F/3M) team** consisting of the following roles: Jackson and Yates (UoA Leads), Berger (Outputs Champion), Sudbury (Practice-based Research Champion), Gerodimos (Impact Champion), Mills and Ozgul/ Weidhase (Impact and Outputs PDRAs). All members of this, and our mock REF review panels, have completed the Equality and Diversity training as outlined in our Institutional Code of Practice.

We gained **Athena Swan recognition** for the *Media Production* department and are preparing applications for the other two departments in FMC covered by this UOA (*Humanities and Law* and *Communication and Journalism*) in 2021. We have **set up a working group** as part of the FMC Research and Professional Practice Committee to monitor and promote gender equality. The Faculty-wide action plan aims to:

- Provide female research mentors for men and women.
- Equalise PGR supervision and examination.
- Improve the representation of women in research leadership positions.
- Equalise our bidding profile in relation to gender.
- Balance gender in recruitment and promotion panels.
- Create an awareness of unconscious bias through mentoring and training.
- Ensure gender balance in the allocation of course leadership and pastoral roles, which often take academics away from research productivity.

Our institution offers a more **generous maternity/paternity/adoption leave provision** than required by law and is moving towards a fully covered maternity leave. We have on-site child-care provision for ages 3 months-14 years. This is provided by an on-campus nursery and pre-school (ages 3 months-5 years, Ofsted Outstanding) which runs throughout the year and our Sport BU team (ages 5-14) which runs during the Easter, summer and Christmas holidays. We are able to be **adaptable and support flexible and part-time working**, and 20% of our unit staff have elected to use this option to promote a positive work/life balance. We have a transparent process to request scheduling of teaching loads congruent with caring responsibilities and extra-university requirements.

We have **mixed gender recruitment review processes** for staff and PGRs and have been proactively including ECRs on panels and in supervisory teams. We interview all those who meet the minimum requirements for a role who have declared a registered disability. All colleagues have engaged with unconscious bias training.

Our inclusive approach has created **tangible outcomes in recruitment, progression, visible role models**, and researcher development. Our promotions process now reflects part-time working and periods of leave, and detailed advice and support is available for all colleagues through university-wide group and one-to-one sessions. Women are further supported by advice available through the Women's Academic Network and female-only promotion workshops. Our success in mentoring and personalised support can be evidenced in our academic promotions (26F/23M), where 9 of the females to be promoted were on part-time contracts or had taken periods of leave. The increase in female progression is creating more balance at senior levels, with our unit containing one female Deputy Dean (Van Raalte), 3 female Heads of Department (Fowler-Watt, Thompson, Van Raalte), and 5 females who have led research in their department (Cosson, Denegri-Knott, Dolea, Feigenbaum, Yates).

13% of our unit staff are from ethnic minorities. There is a **strong critical awareness of inclusion and diversity** within the unit and issues of social justice run through our research (see Section 2). Furthermore:

- The Black British Academics Network has contributed to the research environment through the work of its Director, Deborah Gabriel, holding research events and workshops on practices of diversity and equality in HE.
- We hosted three major international conferences where issues of equality and diversity were foregrounded and where all keynote speakers were female (MeCCSA, 2014; *Consoling Passions*, 2018; The Association for Psychosocial Studies, 2018).

2.4. A sustainable and integrated PGR community

We have a vibrant PGR research culture based on a commitment to providing PGRs with all the necessary skills, knowledge, resources, facilities and high-quality supervision needed for their research.

The **number of PGR students in this unit has grown considerably**, reflecting the wider growth of the unit's research environment. Doctoral completions have increased by 166% from 19.83 in 2008-2014, to 52.67 in 2014-2020. During this REF period we also welcomed 9 visiting PGRs to the unit from all over the world.

Our PGRs are funded in diverse ways. Our expertise attracts full-time international students, both sponsored and independently funded. BU has continued its investment in fully and matched funded PhD studentships (£4.3m since 2014 and £8.6m since 2008) and is committed to funding at least 50 such studentships per annum, across all Faculties, until 2025. Since 2014 this UoA has benefitted from 2 Vice Chancellor's fee-waiver scholarships, 2 BU Studentships and 3 matched funded PhD, all competitively won.

We have continued our formal agreement with the University of Utrecht since the last REF, whereby we enrol and supervise a number of their staff at HKU Hilversum (8 since 2014) for P/T MPhil degrees, mainly in the area of creative media. CEMP runs an established Doctoral programme in Creative and Media Education, now recruiting to its ninth cohort.

PGR Recruitment

At the recruitment stage, students are guided through the application process via two potential supervisors, the Department Head of Research / Deputy Head of Department and Faculty Deputy Dean of Research.

Accepted students join us at three points in the year (January, April, September) and are welcomed into the Faculty and the wider university through induction events that include a mix of

informative material and social activity. These defined entry points also help establish PGR cohort and peer support culture.

Integration into a shared research culture

PGR students are provided with a desk, PC and shelf space and are co-located in dedicated PGR rooms alongside students from across the Faculty, to ensure interdisciplinary synergies are fostered. A new dedicated space for PGRs is currently in development within Weymouth House, where FMC academic staff and research administrators are also housed.

Our PGR culture is sustained through a range of events and activities, often in collaboration with the Faculty PGR Student Representatives. These include an annual PGR conference, monthly PGR-led research seminars and reading groups. They can also attend Research Centre events, and social events such as networking meetings, weekly coffee mornings and PGR picnics. There is a dedicated PGR space on the VLE where details of events and training can be found.

Diverse supervisory teams

Part of our staffing strategy since 2014 was to expand our supervisory capacity. We offer doctoral supervision opportunities to qualified staff at all levels, and typically appoint a supervision team that is gender balanced and includes staff at either ECR or mid-career level. In 2014, 10 members of UoA 36 had completed the accredited Supervisor Training. Today, 53 members of staff in this UoA (64%) have supervised PGR students over the REF period, and all are required to attend regular supervision training hosted at both Faculty and Doctoral College levels. We have an action plan to actively monitor and support the development of women researchers as PGR supervisors. Time is given in staff workloads to develop the particular skills and expertise needed to be a good supervisor. In addition, time is provided by the Faculty Research Degree Committee (FRDC) for Student Representatives to provide feedback about the student experience.

PGR Administration, milestones and monitoring

Student progress is monitored by FRDC. A traffic light system triggers action (by the Director of Studies, DDRPP, or other as appropriate) when any individual's progress appears to be at risk. Students document their activity in relation to set milestones and upload relevant proformas via the online interactive administrative system, ResearchPad, which supervisors also use to monitor progress and record feedback. There are also annual re-enrolment reviews which are recorded on ResearchPad and provide a holistic overview covering teaching duties, conference attendance, publication opportunities, and the identification of any doctoral training needed.

PGR Researcher development

BU runs an institution-wide Researcher Development Programme, aligned with the Vitae framework. It is structured into four domains and 12 sub-domains, encompassing the knowledge, skills, personal qualities, and professional standards required to do research, impact and public engagement. There are over 100 workshops and online modules as part of this framework, many of them repeated multiple times during the year. Full-time doctoral students are expected to attend a minimum of 10 workshops, one academic engagement activity and one public engagement activity per year of registration.

All full-time students within FMC are given an allowance of £3000 over the three years (FT), which covers fieldwork costs, conference attendance and any specialist research methods training or software that is not already offered by BU.

PGR Work experience and career development

PGRs are encouraged to jointly write research outputs with academic staff and to develop their experience as Research Assistants for staff projects. 22 publications have been co-authored with PGRs in this REF period. PGRs also play a key role in the organisation of international conferences hosted by the Faculty (see Section 4). Such work provides students with leadership experience and organisational skills needed in a post-PhD employability context. Students are also given the opportunity to take up to six hours per week of teaching duties as seminar leaders and lecturers, and to attend training workshops for this classroom work. In addition, all PGR

students have access to career advice and the Researcher Development Framework where support for CV writing and preparation for postdoctoral employment is provided.

Support into employment

The Faculty's support of and investment in PhD students as the next generation of leading scholars/practitioners is demonstrated by our postgraduate employment record. Of the 24 PhD graduates in this REF period who completed the graduate employment survey, 19 have full-time academic posts with another 5 going into highly skilled roles in the private sector and government.

3. Income, infrastructure and facilities

3.1. Unit income and funding support infrastructure

Research income across the assessment period stands at £901,185 which represents a 77.4% increase income from the £508,000 in the 2008 - 2014 period. As REF 4b data shows, while the bulk of income comes from Research Councils and the EU, the diversity of funding sources provides a robust portfolio and our funding trajectory over the research assessment periods displays the sustainability of our approach. We are also developing sustainability through growing the number of staff involved in funded projects (as both PI and Co-I), with 30% of submitted unit members having been a PI on an externally funded research project during this REF period and 60% having been a PI on a submitted bid. Since the last REF period we have doubled our number of submitted bids (from 98 in 2008-2014 to 200 in 2014-20) to research councils and charitable foundations.

Successful funded projects are grounded in our strategic objectives and are a result of our research environment. For example, AHRC Networking Grants related to digital media and marginalisation (Rega, £45,803) and international film development (Knudsen, £8110) evidence our commitment to developing international research partnerships and collaborations (SO2). British Academy grants on digital possessions in the family (Denegri-Knott, £6613), digital adaptations in the media (Oliver, £3392) and chronically underperforming media firms (Oliver, £7211) evidence our research collaborations with the media and cultural industries (SO3); and Marie Curie fellowships related to media and political extremism (Richards, £174,076) and media literacy amongst refugees (Berger, £171,301), alongside AHRC Standard Grants on disability and the cultural legacy of the Paralympics (Hodges, Jackson, Scullion and Stutterheim, £557,004, shared with UoA20) demonstrate our commitment to interdisciplinary research (SO7).

The development, capture and delivery of prestigious grants is supported by a range of **infrastructures** at university and Faculty level. As described in our institutional research environment submission, BU has a centralised Research Development and Support (RDS) office, with 13 of their staff devoted to supporting the process of grant capture and delivery. This includes two officers specialising in international funding and one in industrial collaboration. FMC has a team of two RDS staff who are physically located in the Faculty, and who exclusively support the external research income endeavours of Faculty staff.

This infrastructure works to advance research income generation - from the initial stages of bid development to project delivery - in the following ways.

At the *point of bid development* there are a number of institutional and Faculty support mechanisms available to staff, many introduced in the current REF period. These include:

- Access to one-to-one support with specialist bid writing consultants.
- Institutional membership of Research Professional.
- Off-site writing retreats for grant writing, often focused on a particular funding scheme.
- A Faculty mentoring scheme for grant bidding, where staff are allocated a mentor at the point of submitting an Intention to Bid form.
- Faculty QR funding scheme directed towards funding large bids, e.g. by supporting network-building.
- A formal peer-review system for improving the quality of research bids.
- Regular information visits by prestigious funders.

At the *point of grant capture*, we have continued much of the support that was available in 2014 and strengthened it by the appointment of a full-time post-grant delivery officer employed by RDS and located in the Faculty.

Finally, since 2019 a number of *institutional incentives for grant capture* have been introduced, particularly relating to prestigious funders:

- An individual incentive scheme, where staff are awarded 5% of recognised income on large research awards. This money then becomes their Individual Staff Research Account (ISRA), for investing in their research programme. This is tiered according to career stage, with the threshold for ECRs standing at £50k income in a financial year, and £100k for other staff.
- A prestigious funder scheme, that incentivises staff to bid for large grants. Here, BU will provide internal funding for either a PGR or PDRA linked to awarded grants (income of ≥£350k, or ≥£100k for ECRs) by prestigious sources.
- Faculties that exceed their yearly income target receive 10% additional budget for all income received above the target. This money is then added to the Faculty QR budget for spend on a range of Faculty-level research investments mentioned in this document.

All of the above incentives have been introduced since 2019. Added to the (existing) individual reward for grant capture through pay progression and promotion, these changes are intended to embed a sustainable culture of grant bidding through incentives rather than compulsion. During the course of this REF period much work has gone into laying the foundations for successful grant capture and we are already seeing benefits of this investment for the next REF. Since July 2020 our UoA has already been awarded UKRI grants worth over £520,000, including: two AHRC-funded Covid-19 rapid response projects on solutions-focused constructive journalism (AH/V015168/1) (Nguyen, £280,659) and communicating public health messages through data comics (AH/V012614/1) (Feigenbaum, £62,021); alongside five AHRC grants on digital arts for refugee engagement (AH/V014323/1) (McDougall, £106,455), how innovations in technologies can support cultural and creative industries for refugee youth (AH/T005572/1) (Rega and McDougall £2596), community theatre for refugee integration (McDougall, £8585), protecting local heritage through the use of creative and digital tools (AH/T008466/1) (Rega, £54,520) and girls and vocational media education (AH/V005391/1) (Rega, £11,428).

Alongside increased infrastructure to support prestigious funded grant bidding, we have continued our growth of research-driven **knowledge exchange and commissioned research**, which totals 30 projects responsible for £149,559 income during this REF period. These activities centre around particular areas of strength where we have successfully commercialised our expertise, and invested in supporting **infrastructure**:

Media literacy and education.

Particularly through the work of CEMP colleagues, we have earned the reputation as a leading hub for media education research and practice. This expertise has been successfully commercialised through projects for such clients as Samsung, Creative Skillset and the U.S. Embassy. While in the last REF period the activities of CEMP were mostly aligned with CPD, since 2014 they have moved towards strategic partnerships with key stakeholders in the media literacy and education field, focused on commissioned research and grant capture. Administratively, CEMP benefits from a part-time administrator and web designer.

Consumer cultures and behaviour.

This group of scholars (notably Armon, Denegri-Knott, Jenkins, Miles, Oshima) have a well-established record of delivering commissioned research that was captured in our previous environment narrative. Since 2014, they have continued this work that serves both local, national and global clients (including Exterior, Transport for London and Hearst Media) and is built upon research expertise in digital consumption, consumer cultures and branding. Between 2011 and 2016, this group was externally known as the Creative Enterprise Bureau, and supported by a full-time, HEIF funded Business Manager. Since 2016, this role has been merged into the central business development support we now have.

Commissioned research projects are valuable for the capacity-building opportunities they bring, but their real value is in the new research that they drive, and the knowledge exchange, industry

networking, thought leadership and impact opportunities that they create. Almost all of these commissioned research projects have led to REF outputs, and some have directly led to impact case studies (e.g. Denegri-Knott/ Jenkins; Oliver).

3.2. Research impact

Impact staff

Since 2014, the university has built a team of ten full-time impact and knowledge exchange staff in RDS. Our Faculty has a dedicated full time Impact Officer, while we also benefit from a Research Communication Manager, a Public Engagement Officer, and an Events Organiser at university level. Since 2017 our UoA has two (1.5 FTE) Postdoctoral Research Assistants (PDRA) who are subject specialists, dedicated to impact work (as part of a balanced workload that involves their own research time). We have also appointed an academic Impact Champion since 2015 (Gerodimos), who leads on impact development throughout the UoA.

Impact funding

Compared to the last REF period, we have significantly expanded our investment in impact through the creation of various competitive funding schemes. From 2015 to 2018 we introduced an **Impact Acceleration Fund** (£12,481 of unit investment for 5 projects), which from 2018 became the **Research Impact Funding Panel** (£22,269 of unit investment for 7 projects); these schemes specifically support the networking, collaboration and evidence gathering that impact case studies require. BU also set up the **Charity Impact Funding Panel** in 2016 with the aim of a) increasing engagement with charities in order to further the impact of BU's research, b) increasing the amount of research undertaken collaboratively with charities and c) encouraging future funding bids with charitable partners (£22,000 of unit investment for 7 projects). Since 2019 we have had a centrally administered **Global Challenges Research Fund**, supporting impact-oriented projects in developing countries (£81,700 of unit investment for 2 projects). In addition to these central schemes, staff can also bid for **Faculty Impact Funding**. Alongside supporting prospective impact case studies for current and future REF submissions, these funds have directly supported four of our submitted impact case studies.

With all of this impact infrastructure and support, the aim is to build capacity, ensure excellence and embed a culture of impact through all of our research. While this supports our REF submission, our strategy is not defined by REF, and so will continue uninterrupted beyond the current REF cycle.

3.3. Research facilities and physical infrastructure

We have invested heavily in this REF period in creating physical spaces where research excellence can thrive. For example, the Faculty building, Weymouth House, underwent a £2.4m partial refurbishment in 2018-19, with further work planned from 2020-2022. This includes the movement of all Faculty PGR students to the heart of the Faculty building from their currently dispersed locations, in order to foster greater integration and collaboration between staff and research students. We have also built two new buildings on Talbot Campus: the Student Centre (£10.5m, opened 2015) and the Fusion Building (£22m, opened 2016). At the heart of these investments is the creation of state-of-the-art meeting, event and social collaboration facilities spaces that facilitate innovation and the dissemination of excellent research.

As a leading centre of practice-based research, we have access to some state-of-the-art media production facilities. Many of these are housed in the new (2020) Poole Gateway Building; an estates investment of £27m plus £4.8m of equipment. The building includes the latest professional-level facilities featuring: two multi-camera TV studios equipped with 4K (Ultra High Definition) cameras, a film studio and sound stage, music studios, a cinema, edit suites, sound suites, green screen and motion capture studios. In addition, our UoA has invested significantly (estimated over £2.4m since REF 2014) to maintain and update our media production hardware and software in Weymouth House, providing high-quality technical facilities that support research. These include: a mid-life upgrade to the Weymouth House TV Studio infrastructure (£50,000), the

purchase of an Alexa kit (£166,000) which secured a second lifetime loan kit from Arri, a Tricaster system (£35,000), substantial investment in photographic equipment (£102,000) and lighting and grip kit (£130,000). These investments have directly supported practice-based research in sound (Karathanasopoulou, Perry) and film (Fair, Gee, Hearing, Sudbury) that are presented in our outputs profile.

Library resources supporting the Faculty are found in The Sir Michael Cobham Library (TSMCL). Researchers in TSMCL benefit from a designated Postgraduate Zone with both silent and group study spaces. Collaborative working is supported with 17 'Technoboosts'.

The library annual budget for resources relating to our unit is £56k for books and standing orders and £56k for journals. The annual budget for electronic resources is £170k. We have in the region of 32,500 print books relevant to this area, and nearly 400,000 e-books, over 3,600 DVDs and 55,000 e-journals. Audio visual resources are available via our subscriptions to resources such as Box of Broadcasts (BoB) and Kanopy, and we have access to thousands of historic and contemporary newspapers and magazines via our subscriptions to Gale Reference Complete, PressReader, Lexis Library and the digital archives for The Times, Guardian and Independent - all acquired since 2014.

We have one of the largest university-based media history archives in the world, which include the archives of the Independent Broadcasting Authority (IBA); the precursor of OFCOM. Researchers visit this archive from across the UK and overseas.

Since 2014 we have expanded our suite of electronic resources for research to include site licenses for: SciVal, Stata (data science software), NVivo, MaxQDA (qualitative data analysis software), JISC Online Surveys, alongside our existing licenses for Endnote, Web of Science, Factiva (news database) and Creative Club (database of adverts).

Together, our investment in these facilities (both physical and electronic) represents a long-term commitment to facilitating excellence in research.

4. Collaboration and contribution to the research base, economy and society

4.1. Academic and subject leadership

Journal editing: Three journals are edited from the Faculty: MERJ - the Media Education Research Journal (Readman), Journal of Media Practice and Education (formerly Journal of Media Practice [2010-2017]) (McDougall) and the Journal of Promotional Communications (an outlet for student work which embodies our commitment to closer ties between research and education) (Denegri-Knott).

In addition, in this REF period we (co)edited seven journals: Media, War and Conflict (Richards, founding co-editor); European Political Science (Savigny); British Politics (Savigny, Associate Editor); Journal of Psychosocial Studies (Yates); Free Associations (Yates); Journal of Marketing Management (Miles, Associate Editor); Interactions: Studies in Communication & Culture (Scifo); Journal of English Literature and Cultural Studies (Stutterheim, Associate Editor) and Psychoanalysis, Culture and Society (Yates).

Editorial boards service: Unit members hold editorial duties for 33 journals and referee for over 60. These responsibilities span the UoA including marketing communications, public relations, media education, media practice, journalism, adaptation, media history and political communication.

Refereeing for funding bodies: Seven UoA colleagues served on the peer review colleges for the AHRC (Berger [panel chair and Mentor], Chignell, Jackson, Lilleker, Richards, Stutterheim, Thorsen), UKRI (Berger), and have reviewed funding proposals for over 20 national and international funding bodies including the European Commission, ESRC, British Academy, NORFACE, Leverhulme, Netherlands Organization for Scientific Research, European Science Foundation, British Council, Carnegie Trust and the Alexander von Humboldt Foundation. Two colleagues are also expert reviewers for the Newton Prize (Nguyen, Stutterheim).

Book series editing: Five staff have been commissioned by publishers to edit book series. These support both the sustainability of existing fields, such as the Palgrave series on Political Communication and Campaigning (Lilleker) and Routledge New Directions in PR & Communication Research (Moloney); but also the vitality of new fields such as the Routledge series on Psychoanalysis and Popular Culture (Yates), Anthem Studies in Emerging Media and Society (Nguyen) and Routledge series on History of Public Relations (Theofilou).

Professional/subject associations roles: In this REF period, 21 unit staff have held 32 leadership roles in scholarly associations. These include **board memberships** of MeCCSA (Thorsen), ECREA (Surowiec), ICA (Dolea), International Screenwriting Research Network (Stutterheim), Association of Psychosocial Studies (Yates), Children's Media Foundation (Woodfall), International Development Informatics Association (Rega), World Journalism Education Council (Luce), International Association of Suicide Prevention (Luce), Oral History Society (Cosson), Political Studies Association (Savigny) and the European Media Management Association (Oliver). Over £50,000 of QR investment has supported this work (see Section 2.2).

Conference organising: Our unit organised 24 annual academic conferences in the REF period, hosting leading scholars from all over the world. These include the annual conferences of scholarly associations such as: MeCCSA (2014), the Association for Psychosocial Studies (2018), the Academy of Marketing (2014), the Oral History Society (2020) and the annual Consoling Passions conference (2018). In addition, we have sustained the annual conferences of networks set up by BU colleagues in the last REF period: the International History of PR Conference (IHPRC) and the Media Education Summit. Both of these networks have grown since 2014 and deepened their collaborations with scholars from across the globe, with the Media Education Summit held in Prague (2014), Boston, MA (2015), Rome (2016), Segovia (2017), Hong Kong (2018), Leeds (2020) and the IHPRC held abroad for the first time in 2020 (Boston, MA).

Further to this, we have organised over 60 **one-off academic conferences, symposia and workshops** at BU and abroad, often crossing disciplinary boundaries and related to the interests and expertise of our unit. These include **preconferences** on: Election Reporting (ICA, Prague, 2018), the EU Referendum (IAMCR, Leicester, 2016) and Sports Communication and Social Justice (ICA, Washington, 2019); **expert workshops** on News Flows in the Digital Age (BU, 2019), Shame and Violence (Berlin, 2019); **symposia** on Media and Midwifery (BU, 2016), Fake News (BU, 2018), Global Exploitation Cinemas (Lincoln, 2016), Geriaction Cinema, the Ageing Action Star (BU, 2018) and **conferences** on Marketing (as) Rhetoric (BU, 2014), the Play of Political Power (BU and the Freud Museum, 2017).

Finally, unit colleagues organised 14 conferences as part of **AHRC funded networking projects**, which developed sustained collaborations with scholars and other stakeholders. This includes: 5 through the E-Voices, Redressing Marginality Network (Lilleker, Rega), 5 through the Branded Content Research Network (MacRury) and 4 through the Media and the Inner World Network (Yates).

4.2. Collaborations and partnerships

Visiting speakers and fellows: The unit maintains close connections with the field through regular research seminars run through research centres (featuring external speakers) and a visiting fellows scheme. Since 2014, we have welcomed approximately 80 external speakers for guest talks, including: Prof Jay Blumler (Leeds), Prof Ann Phoenix (University of London), Prof Lynne Segal (Birkbeck), Prof Sally Alexander (Goldsmiths), Dr Gail Lewis (Birkbeck), Dr Jeffrey Murer (St Andrews), Prof Matt Hills (Huddersfield), Prof Scott Wright (Melbourne), Prof Stephen Reese (Texas), Prof Martin Barker (Aberystwyth), Germaine Greer (Warwick), Prof James Martin (Goldsmiths), Prof Christ'I De Landtsheer (University of Antwerp) and Prof Peter Scott (IoE).











During the REF period we have welcomed 52 **Visiting Fellows and Professors** to the Faculty, including Bob Ainsworth MP, Dr Craig Batty (RMIT), Dr Marie Cronqvist (U of Edinburgh), Sandra Laville (the Guardian), Prof Jonathan Shaw (Coventry University), Ivan Sigal (Global Voices), Dr Paul Mihailidis (Emerson College), Prof Susan Orr (UAL), Vin Ray (BBC), Gavin Rees (Dart Center for Journalism and Trauma) and Prof Brett Kahr (British Psychoanalytic Council). They are carefully selected to nurture long-term reciprocal relationships that extend and enhance the research environment. These formalised collaborations have led, for example, to our CEMP visiting scholars running a youth conference as part of our international summit for five years running, joining the scientific committee for that event and presenting keynotes, co-bidding for external funding, collaborating on funded projects, co-authoring articles, books and chapters.

In turn, 11 of our staff (Chignell, Esfahani, Jebriel, Oliver, Gerodimos, Lilleker, Oshima, Rega, Skoog, Surowiec, Theofilou) have spent time at other universities as part of **Fellowship or other mobility schemes**. For example, John Oliver was awarded a Visiting Fellowship at Oxford University in 2016, funded by an internal Santander Staff Mobility and Networking grant, which involved working with academics at the *Reuters Institute for the Study of Journalism*.

The **international research collaborations** of our unit encompass many international partners across multiple disciplines. Diagram 1 overleaf illustrates some of the larger collaborations we have participated in.

Many of these empirical projects have led to academic publications presented in our outputs profile. These collaborations form part of our determination to develop *sustainable* links with international partners that last beyond the duration of individual projects and can be utilised in large funding bids and other projects. They are also supporting the vitality of the subject by advancing *comparative* research designs that extend the explanatory power of research findings. Given their strategic importance, many of these projects have been supported by QR funding.

Diagram 1. Collaborative research projects

<p>Salzburg Academy on Media and Global Change Karen Fowler-Watt, Roman Gerodimos, Stephen Jukes</p>  <p>With over 1000 alumni and faculty from 72 countries and 60 participating institutions worldwide, this network builds digital literacies and engagement around critical challenges for society, including collaborative research projects.</p>	<p>Journalistic Role Performance Project Antje Glueck, Dan Jackson, Jamie Matthews, Einar Thorsen, Xin Zhao</p>  <p>BU is the UK representative for this cross-national, theory-driven endeavour to systematically analyse the state of journalistic cultures across the world (60 partner organisations in over 50 countries from every continent).</p>
<p>The World Star Wars Project William Proctor</p>  <p>BU is a founding partner of this five-year study of the franchise from multiple perspectives (10 partner organisations from 6 countries).</p>	<p>Journalism Students Across the Globe project Dan Jackson, Einar Thorsen</p>  <p>Captures the aspirations, motivations and professional role conceptions of journalism students in a large variety of political, economic, social and cultural contexts (34 partner organisations in 30 countries).</p>
<p>e-Voices: Redressing Marginality Darren Lilleker, Isabella Rega</p>  <p>This AHRC Global Network brings together interdisciplinary academics to explore the theme of marginalisation and its relationship to digital media in Brazil and Africa (10 partner organisations from 7 countries).</p>	<p>Campaigning for Strasbourg Dan Jackson, Darren Lilleker, Anastasia Veneti</p>  <p>This collaborative research project focuses on how political actors use social media to inform, interact with, and mobilize voters during the European Election Campaign 2019 (13 partner organisations from 12 countries).</p>
<p>ProfPol Darren Lilleker</p>  <p>BU was the UK representative for this COST Action examining the professionalization of political communication in comparative perspective (24 partner organisations representing 25 European member states).</p>	<p>Entangled Media Histories (EMHIS) Kristin Skoog</p>  <p>Transnational research network for media historians that has worked to create an arena for dialogue on the historical dimensions of transborder and transmedial flows (22 partner organisations from 11 countries).</p>
<p>Women's Radio in Europe Network (WREN) Kate Murphy, Kristin Skoog</p>  <p>An initiative of the Tensions of Europe network, which is dedicated to exploring the transnational histories of technology in Europe (8 partner organisations from 5 countries).</p>	<p>Election Analysis Reports Dan Jackson, Darren Lilleker, Einar Thorsen, Anastasia Veneti, Nathalie Weidhase</p>  <p>This series of reports have gained international reputation as a creative way of disseminating research to non-scholarly audiences. Contributions have come from more than 300 academics from over 80 universities across the UK, US and Europe.</p>

4.3. Peer esteem/ recognition of contribution to the research base, economy and society

Keynote addresses: Unit members have given over 40 keynote presentations at international and major national events since 2014. These include keynotes at the annual conferences of the ECREA Political Communication Section (Lilleker); the International Association of Political and Non-Profit Marketing (Lilleker); MeCCSA (Gabriel) and the Association for Psychosocial Studies (Yates). Unit members have given over 200 **invited talks** at conferences, workshops, symposia and university research seminars in the UK and overseas.

Prizes and awards: Unit members have won 19 awards from **scholarly associations and journals** in this REF period and have been nominated for another 20. These include: **paper awards** by the ICA (Jackson, Nguyen), European Public Relations Education and Research Association (Dolea), Political Studies Association (Gerodimos), Journal of Marketing Management (Denegri-Knott), Learning Media and Technology (journal) (McDougall), Digital Journalism (journal) (Thorsen and Jackson), Academy of Marketing (Oshima), Association of American Geographers (Feigenbaum); and **book awards** by the British Association of Film, Television and Screen Studies (Fisher, Proctor) and UK Literacy Association (McDougall).

In addition our **practice-based research outputs** have won 16 industry awards and been nominated for another 46. These include: the prestigious AHRC Research in Film Award (Sudbury, with Brylla and Gerodimos shortlisted), Royal Television Society (Sudbury), European Independent Film Award (Gerodimos), Hollywood Verge Film Awards (Gerodimos), Madrid International Film Festival (Knudsen), Africa Movie Academy Awards (Iwowo), Starburst International Film Festival (Gee), Queen Palm International Film Festival (Gee), BBC Radio 4 Pick of the Year (Perry), Raw Science Film Festival (Sudbury) and an **Oscar nomination for Best Documentary Feature** (Sudbury).

The practical value of our **commissioned research projects** are evidenced through winning 7 industry awards since 2014, including the prestigious Marketing Research Society Media Research Award and the Media Research Group Best Research Initiative Award (both in 2016) - both for the *Transforming the Commuter Journey* project (Armon, Denegri-Knott and Jenkins) and the Overall Winner at the FIPP Insight Awards in 2019 for *Re-theorising consumer 'attention'* (Armon, Denegri-Knott, Jenkins and Oshima).

Roles on boards /advisory committees and industry/public bodies: Beyond the academy, our unit is making a significant contribution to professional and public bodies. For example: UoA members are **Founding Scholars** of the British Psychoanalytic Council (Richards, Yates); **Research Associates** of the Freud Museum (Yates); **Research Fellows** for the Royal Society of Arts (Yates); **Steering Group Members** of the National Suicide Prevention Alliance (Luce); **Board members** of the European Documentary Network (Stutterheim), and Institute for Research on Development Communication, Vietnam (Nguyen); **Nomination committee/ judges** for the Ivor Novello Awards (Perry), BBC Audio Drama Awards (Perry), German Film Academy Awards (Stutterheim), International Association for Business Communicators Gold Quill Awards (Le Roux), and the Journalism for Sustainable Development Award, Vietnam (Nguyen); **Trustees** of the Institute for War and Peace Reporting (Jukes) and Dart Centre for Journalism & Trauma (Jukes). Unit colleagues are also members of a further 44 professional bodies.

4.4. Impact, external engagement and policy work

Building relationships with key research users, beneficiaries and audiences beyond the academy is essential in our aim to develop a unit research agenda that is centred on the needs of research users.

Public engagement events organised: We have organised over 150 public engagement events since 2014, to engage diverse audiences with our research. These range from regular 'Cafe Scientifique' talks in local cafes, to book launches, school talks, public lectures, panel debates and festival talks all over the world. We have also organised 20 public screenings and 14 exhibitions of our practice-based research, again in locations across the globe.

Our work has also been prominent as part of **externally curated public exhibitions, festivals and expos**. For instance, Anna Feigenbaum's RIOTID publication - to train human rights monitors and field medics in how they record and monitor the use of riot control weapons - was exhibited as part of the Cruel Designs Exhibition at Banksy's Dismaland (2015) and the Disobedient Objects show at the Victoria & Albert Museum (2015). In 2020, Sue Sudbury's *Indian Space Dreams* film was selected for the Goethe Institut's Science Film Festival and screened to over 200,000 school children throughout Kenya, Iran, Bangladesh, Pakistan and India. Samantha Iwowo's film, *Oloiburi*, premiered at the Cannes Film Festival in 2015. Our research films have been screened at over 55 international film festivals.

Media appearances: staff have made over 500 media appearances since 2014 across local, national and international media. These include regular expert interview appearances such as those around election events: (e.g. Gerodimos, Jackson, Lilleker), public protests (Feigenbaum) or film launches (Berger), cultural commentary for national media (e.g. Gerodimos, Proctor, Richards, Yates), Conversation pieces (e.g. Jackson, Lilleker, Richards, Veneti), to features on BBC Radio 4's Thinking Allowed (Feigenbaum) and Woman's Hour (Murphy, Yates). Practice-based research outputs have been broadcast for ABC Radio National (Perry), BBC Radio 3, Radio 4 (Perry, both commissioned), ITV (Sudbury), National Geographic (Sudbury), Apple TV+ and Amazon Prime (Knudsen, Iwowo) in the REF period, reaching audiences in the millions.

4.4.1. Stakeholder engagement

We have developed a number of sustained and impactful partnerships with key research stakeholders that have taken years to cultivate and (where not externally funded) are supported by ongoing QR investment. These span the commercial, policy and non-profit sectors.

Researchers in the field of promotional cultures have developed fruitful partnerships with the **commercial sector**. The *Digital Possessions in The Family Project* (Denegri-Knott and Jenkins, funded by the British Academy/Leverhulme) involves collaboration with Microsoft Research, thereby reflecting the unit's strategy for research that combines scholarly excellence with industry-focused application. Partnerships between BU, Exterion Media and COG Research have helped Exterion win a £1.2bn contract from TfL to manage its entire advertising estate including the Tube, the London Overground and Crossrail for the first time; and formed the basis for an impact case study (Denegri-Knott and Jenkins).

In the **policy sector**, CEMP colleagues have worked on research-informed policy reports for and with the European Commission (*Teaching Media Literacy in Europe*), the United Nations Development Programme (*Media Action Plans*), Samsung (*Digital Families: From Digital Literacy to Capability*), NATO (*Deterrence*), Dept for Culture, Media and Sport (*Online Safety*) and the European Audiovisual Observatory. In addition, unit members have given **expert advice** to the UK Parliament Knowledge Exchange Dept in race and education (Gabriel); Ofcom's expert group to measure the BBC's performance (Oliver); the Welsh Assembly Government on suicide prevention (Luce); Digital Competition Expert Panel on social media regulation (Yesiloglu) and the Council of Europe's Committee on Legal Affairs and Human Rights on the use of teargas by police against peaceful demonstrators (Feigenbaum).

Finally, we have sustained collaborations with the **non-profit sector and NGOs** that have facilitated impact pathways for three of our impact case studies (Feigenbaum, Luce, Sreedharan/Thorsen) including: the Centre for Investigative Journalism, Amnesty International, Omega Research Foundation, Network of Women in Media (India), National Suicide Prevention Alliance, Samaritans, Public Health England and the Big Issue Foundation. For example, over the past five years Ann Luce has worked with stakeholders on the policy and practice of suicide prevention as it relates to the media. This includes developing best practice guidelines in news coverage of suicide, and consulting for various suicide prevention bodies; work that forms the basis of an impact case study. In collaboration with Reuters and the Dart Centre for Journalism and Trauma, Stephen Jukes and Karen Fowler-Watt have developed an e-learning platform (translated into five languages) for the effective safety training of nearly 600 Reuters journalists worldwide.

Similarly, since the 2015 earthquake in Nepal, unit staff (Sreedharan, Thorsen) have been working with UNESCO, the Federation of Nepali Journalists, Nepal Press Institute and Working Women Journalists and alongside four universities in Nepal, to assess the levels of news media preparedness and develop good practices and culturally specific recommendations to strengthen post-disaster journalism. The outcomes have been over 100 news articles on the aftermath of the disaster, a bilingual stakeholder report in 2018 on the lessons of post-disaster journalism and a 2019 bilingual book with UNESCO in Kathmandu.

Stakeholder events: throughout this REF period we have expanded our connections and collaborations with key stakeholders through regular events, often co-organised with external organisations (approximately 75 since 2014). Partners in such events include: the Hackett Group (global consultancy firm), the US Embassy in London, BBC, Thomson Reuters, Google, BuzzFeed and Demos. Through one GCRF-funded project alone, we hosted 14 events in November-December 2018, in New Delhi, Bangalore, Chennai, Mumbai, Pune, and Kottayam as part of the Media Action Against Rape (MAAR) project in partnership with UNESCO (Sreedharan, Thorsen). These included panel discussions, film screenings, workshops and street and forum theatre performances.

Policy work: in addition to the 30+ research-informed policy reports our unit has produced in the REF period, we have also regularly responded to government consultations and requests for evidence (supported by staff development in policy work). These include: submitting evidence to the DCMS 'Fake news' inquiry (Alexander, Lilleker, Jackson, Elsheikh, Richards, Thorsen); BBC Charter Review Consultation (Jackson, Thorsen) and Inquiry into Reality TV (Luce); Women and Equalities Committee Inquiry on the Mental Health of Men and Boys (Luce); the Speaker's Commission on Digital Democracy (Jackson, Lilleker) and the House of Lords Select Committee on Citizenship and Civic Engagement (Lilleker).