

<b>Institution:</b> University of Chichester		
<b>Unit of Assessment:</b> 27 English Language and Literature		
<b>Title of case study:</b> Understanding French and Vietnamese National Identity through Oral Testimony and Graphic Narrative		
<b>Period when the underpinning research was undertaken:</b> 2004-2018		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b>	<b>Role(s) (e.g. job title):</b>	<b>Period(s) employed by submitting HEI:</b>
Professor Hugo Frey	Director Arts and Humanities	1999-present
Suzanne Joinson	Senior Lecturer in Creative Writing	2018-present
<b>Period when the claimed impact occurred:</b> 2013-2019		
<b>Is this case study continued from a case study submitted in 2014?</b> N		
<b>1. Summary of the impact</b> (indicative maximum 100 words) <p>University of Chichester (UoC) research on oral testimony, cultural memory, and graphic narrative has enhanced secondary French education practice across England, and delivered on the British Council's Cultural Heritage for Inclusive Growth Strategy in Vietnam. Over 5 years, Hugo Frey's work with The Prince's Teaching Institute (PTI) transformed secondary teachers' approaches to the National Curriculum GCSE and A-Level core French Holocaust film, <i>Au revoir les enfants</i>. Frey and Suzanne Joinson's work with the British Council revived public interest in the declining Vietnamese folk theatre tradition, Cai Luong, and contributed towards British cultural diplomacy in South East Asia. Key partner organisations have provided evidence that over 850,000 people have benefited from these projects.</p>		
<b>2. Underpinning research</b> (indicative maximum 500 words) <p>Frey is an interdisciplinary humanities scholar whose research focuses on the importance of testimony, memory, and narrative in international contexts. His monograph <i>Louis Malle</i> [R1] analyses a neglected film director's work and offers fresh insights into Malle's childhood experience of the Holocaust, providing a new reading of Malle's <i>Au revoir les enfants</i> (1987). This work prompted two strands of additional research. First, working further on mid-late 20<sup>th</sup>-century film, biography and criticism, Frey analysed French national identities in <i>Nationalism and the Cinema in France</i> [R2]. Focusing on the debated constitution of French national cinema in this period, this work explores the importance of national cinema to French identity, at a time of postcolonial change and diminishing French influence. <i>Nationalism and the Cinema in France</i> includes original analysis of French film responses to decolonisation, including France's withdrawal from Vietnam in 1954.</p> <p>Secondly, building on his work on Malle's childhood, Frey expanded his research to consider the graphic novel – a form made famous by Art Spiegelman's Holocaust oral history <i>Maus</i>. This resulted in Frey being commissioned by Cambridge University Press to co-author <i>The Graphic Novel: An Introduction</i> (2015) with Jan Baetens [R3], and to co-edit <i>The Cambridge History of the Graphic Novel</i> [R4]. Frey was also commissioned to write on graphic novels and manga for the British Museum's 2019 exhibition catalogue, <i>The Citi Exhibition Manga</i> (translated into Japanese in 2020). Across these publications, Frey argues that the rise of the graphic novel adds a rich resource for exploring cultures of nostalgia, personal memory and life writing. Frey continues to serve in his role as editor-in-chief for the Leuven University Press series 'European</p>		

Comics and Graphic Novels', and is a series editor for CUP on 'Graphic Narrative'. He is contracted co-editor of *The Cambridge Companion to the American Graphic Novel* (forthcoming in 2022).

In a related way, a third line of UoC research has focused on oral history, testimony, creative writing and folk culture in postcolonial Vietnam. This led to a British Council 'Cultural Heritage for Inclusive Growth' research grant (GBP14,213 from 2018-2020), to conduct an oral historical study of Vietnamese folk theatre, Cai Luong, as part of the British Council's celebrations of 25 years' work in Vietnam. This research resulted in the first ever oral historical study of Cai Luong in any language, the dominant (yet increasingly marginalised) folk theatre tradition of southern Vietnam [R5], and a collaboration on an associated documentary film, *Beautiful and Real* (premiered in Ho Chi Minh City in 2019). Together, this work has preserved important testimonial evidence that would otherwise have been lost to posterity, and informed a national exhibition dedicated to Cai Luong.

### 3. References to the research (indicative maximum of six references)

**R1** Frey, *Louis Malle* (Manchester: Manchester University Press, 2004).

- This monograph is published in the series 'French Film Directors'. It is the first, and remains the only, English language monograph on the director. The *Times Literary Supplement* described it as a 'perceptive study' (TLS, October 1 2004, No. 5296); while in the USA the periodical *Film Quarterly* concluded that 'Frey's nuanced readings of Malle's restless intelligence invite the reader to experience many moments of pleasurable contemplation' (*Film Quarterly*, Vol 59.4, pp 59-61).

**R2** Frey, *Nationalism and the Cinema in France: Political Mythologies and Film Events, 1945-1995* (New York: Berghahn Books, 2014).

- This monograph is published in the series 'Berghahn on Film'. It has been reviewed in *French History*, *French Review*, *French Studies*, *Historical Journal of Film, Radio and Television*, *The Media Education Journal*, *Sight and Sound*, and *South Central Review*. Frey was also interviewed online in North America for 'New Books in French Studies', hosted by Professor Roxane Panchasi (Simon Fraser University Vancouver). Dr Mary Harrod (Warwick) comments in *French History* (30.2, 2016) that 'The author's scrutiny of the fine detail of films themselves is part and parcel of Frey's admirable commitment to unearthing hidden and often fascinating contextual histories', while Professor Keith Reader writes in *French Studies* (69.2, 2015) that the monograph is 'thorough and timely'. Charles Drazin (QMU London) noted how it offered 'convincing analysis of not only key films but also the promotion strategies of the industry and the supporting culture'.

**R3** [Frey and Jan Baetens] *The Graphic Novel: An Introduction* (New York: Cambridge University Press, 2015).

- This work is a selected highlight title in the Cambridge University Press Literature catalogue 2015. It was given its world launch at the 2015 MLA conference in Vancouver, and a European launch at the Bologna Comics Festival, where Frey and Baetens made a keynote address at the city Fine Art Academy (2015). Professor David Herman (Durham) writes in his review for *Style* (50.1, 2016 pp 109-114): 'Written by two of the world's leading experts [...] an excellent overview of foundational research in the field, but also constitutes a cutting-edge scholarly contribution in its own right'. Professor Jared Gardner (Ohio State University) has suggested: 'This volume serves as the coming-of-age for the graphic novel. [...] Their definition (and defense) of the 'graphic novel' as a discrete term and useful category, for example, is one of the most nuanced and useful such accounts I have ever read. I suspect it will prove very influential. This is the richest and most nuanced introduction to the graphic novel available". The work is currently being translated into Chinese.

**R4** [co-edited by Frey] *The Cambridge History of the Graphic Novel* (New York: Cambridge University Press, 2018).

- Tim Martin in *The Spectator* praised the work: 'undoubtedly one of the books of the year' (December 2018), while the American library periodical *Choice* nominated it as an 'Outstanding' title. Their reviewer of the work described it as: 'a foundational resource for all serious students of the genre. Essential.' Victoria Addis reviewing for *The Library: The Transactions of the Bibliographical Society* (21.2 2020) further added: 'The essays in this volume are individually excellent, and the narrative that emerges across the chronological sections proves rewarding for readers prepared to tackle this behemoth from cover to cover.'

**R5** [edited by Frey and Joinson] *Beautiful and Real: An Oral History of Cai Luong Folk Theatre* (Ho Chi Minh City: General Publishing 2019).

- Published in English and Vietnamese language editions, this output resulted from a successful British Council Cultural Heritage for Inclusive Growth research grant (GBP14,213). The output is also available [here](#).

**All outputs available on request.**

#### **4. Details of the impact** (indicative maximum 750 words)

The UoC's research into oral testimony, cultural memory and graphic narrative has brought transformative benefits to UK secondary French education and international heritage and diplomacy. It has also advanced the strategic goals of 2 major international educational and cultural institutions.

##### **Inspiring UK Secondary Education (French)**

In 2013, Frey was appointed Inspirational Lecturer at the Prince's Teaching Institute (PTI), London, using his research to inform and enhance the way newly-qualified secondary French teachers engage with the GCSE and A-Level National Curriculum core text *Au revoir les enfants*. Over 5 years in this role (up to 2018), he delivered 9 workshops to 125 teachers in Birmingham, London and Manchester. The PTI's underpinning rationale for this initiative holds that subject-specific training provisions are among the most transformative both for teachers' careers and the learning outcomes of their pupils. PTI models suggest that for every single teacher who has participated in their programme there are 200 pupils whose learning is substantially improved. On this basis, Frey's work has inspired 25,000 pupils studying GCSE and A-Level French, enriching both their language skills and their cultural understanding of the Holocaust in France [C1].

The PTI's detailed feedback literature confirms that Frey's sustained contributions enhanced participants' professional confidence, renewed their excitement for teaching, deepened their subject knowledge, improved their ability to respond to pupils' needs, and facilitated new cross-disciplinary approaches to teaching the Holocaust at secondary level (alongside colleagues from English, German and History) [C1 and C2]. Aggregating all extant (104) participant evaluations of Frey's 9 workshops evidences that as a result of attending them, 92% agreed/strongly agreed that they were better teachers, 84% agreed/strongly agreed that they were better prepared to inspire pupils, 73% agreed/strongly agreed they were more effective at promoting 'deep learning', and 79% agreed/strongly agreed that their 'subject knowledge had been boosted'.

The teachers were also encouraged to develop new classroom materials, including using graphic novel autobiographies, such as *Maus* and Marjane Satrapi's *Persepolis* (2000), which explores the experience of an Iranian woman fleeing her country for a new life in Europe. Similarly, Frey's work with the PTI led also to a further invitation to present on Malle to 5 senior language teachers at Southwark Cathedral in December 2013. As a result of this, these participants gained 'a unique way of using film not only as a modern language 'text', but also to assist [teaching the Holocaust] in history, literature and languages' [C1].

Inspired by the PTI partnership, Frey was awarded a Sussex Learning Network grant in 2018, to use graphic novels to motivate A-Level students to undertake higher education [C3]. Internationally, he was invited to contribute an article to the MLA publication *Teaching Representations of the First World War* (2017) [C4]. Baetens and Frey's work on the graphic novel was also used for a 'Teachers' Day' training session at the University of Leuven (November 2017), at which 37 Flemish secondary teachers learned about autobiographical graphic novels and how to engage pupils using this medium [C5].

### International Cultural Heritage and Diplomacy

In 2018, Frey and Joinson were awarded a British Council Cultural Heritage for Inclusive Growth grant (GBP14,213) to explore Vietnamese oral testimony and cultural memory related to the folk theatre tradition of Cai Luong. Working with a team of British Council diplomats, and with the advisory support of renowned Cai Luong practitioners Nguyễn Thị Minh Ngọc and Nguyễn Hồng Dung, the project restored to public view the declining art of Cai Luong, and inspired members of its community to share their memories and stories. These oral testimonies were then published in **R5**, a best-selling anthology (4,000 copies, in English and Vietnamese), and at a major 2-week public exhibition titled *Beautiful and Real: An Oral History of Cai Luong* (Ho Chi Minh City, Book Street, November-December 2019) which gained 839,115 views [C6]. The project was also publicised across the Vietnamese print and digital press, including in 3 television interviews with the UoC researchers [C7]. Furthermore, the filmed interviews with the Cai Luong artists were edited into a Vietnamese language documentary, which was published by the British Council [C8].

Taken together, according to the British Council, the project 'created an important impact for cultural inclusive growth in Vietnam', using oral history and creative writing methodologies to contribute 'greatly to [a] better understanding and appreciation' of one of the country's 'most loved traditional art forms', and 'facilitating the friendly knowledge and understanding between the people of the UK and the people of Vietnam' [C9]. The British Council also states that the project contributed in a meaningful way to their global strategy of enhancing sustainable economic growth [C10] through heritage work. The British Council evaluated this as a highly successful example of cultural diplomacy that has enhanced Anglo-Vietnamese relations [C9 and C10].

### 5. Sources to corroborate the impact (indicative maximum of 10 references)

**C1:** Testimonial letter from Chris Pope, Co-Director of The Prince's Teaching Institute London (22 February 2021).

**C2:** Prince's Teaching Institute 'Teacher' Evaluations. PDF copies provided by Jane Twine, Events Manager at the PTI (18 November 2020).

**C3:** Sussex Learning Network Community University Partnership Programme (Brighton University) SLNCOP Innovation Fund Funding Agreement (1 February 2018). Provided by Debra Vice-Holt, SLN Uni Connect Programme Manager.

**C4:** 'Graphic Novels and the First World War', [co-author] in Debra Rae Cohen and Douglas Higbee (eds) *Teaching Representations of the First World War* (MLA Publications, 2017), 277-283.

**C5:** Testimonial letter from Gino Bombeke, Specific Teacher Training Programme, Faculty of Arts, University of Leuven, Belgium (22 February 2021).

**C6:** British Council Vietnam – Arts – Cultural Heritage for Inclusive Growth. Technical Report on Cai Luong (p. 5), provided by Ms Phuong Thao Nguyen, Head of Arts and Creative Industries, British Council Vietnam (29 October 2020). On the project itself, see <https://www.britishcouncil.org/arts/culture-development/cultural->

[heritage#:~:text=Cultural%20Heritage%20for%20Inclusive%20Growth%20\(CH4IG\)&text=By%20'inclusive%20growth'%20we%20mean,an%20individual's%20history%20and%20identity. See also British Council Vietnam Project Website: \[https://www.britishcouncil.vn/en/programmes/arts/heritage-future-past?\\\_ga=2.261074509.198430413.1616165286-2016302502.1604403615\]\(https://www.britishcouncil.vn/en/programmes/arts/heritage-future-past?\_ga=2.261074509.198430413.1616165286-2016302502.1604403615\)](#)

**C7:** Notably, 'Sharing Vietnam' NetViet television interview. This was a feature length television programme dedicated to the UoC research team and the British Council Cai Luong Oral History project. Available: [https://www.youtube.com/watch?v=Ri5Yc\\_xi0ZU](https://www.youtube.com/watch?v=Ri5Yc_xi0ZU)

**C8:** See <https://www.britishcouncil.vn/en/programmes/arts/heritage-future-past/resources/film-beautiful-and-real-an-oral-history-of-cai-luong>

**C9:** Testimonial letter from Ms Phuong Thao Nguyen, Head of Arts and Creative Industries, British Council Vietnam (22 February 2021).

**C10:** Testimonial letter from Nikki Locke, Senior Programme Manager, Cultural Heritage for Inclusive Growth, British Council (March 2021).