

Department of Communication and Arts

Research strategy 2017-2020

Vision

At RUC, we create scientific results of the highest quality, through engagement and knowledge sharing. Research at RUC is based on openness, both internally and externally, in interaction with our surroundings.

At the Department of Communication and Arts (DCA), we have ambitions to be both a national and international leader in the department's research areas. We attach importance to having and developing local, regional, national and international research networks in order to ensure the highest quality in all our research activities.

DCA is a new department. Its purpose is to develop a new interdisciplinary research profile at the intersection between research into communications, social sciences and humanities. DCA's research is distinguished by double impact, i.e. by the highest quality of science and by direct interaction with public, private and civil society actors.

Mission

As a newly formed department, we start with a new starting point for our research, where we need to identify and define our research within the framework of the new department. Our mission is therefore primarily to identify the new academic points of departure, and to then create and develop the department's research profile. The department's research groups are a very important element of this development. Some of them have conducted research for many years, while others have only been established recently.

Our mission at DCA over the coming years will therefore be to develop a new interdisciplinary research profile at the intersection between research into communications, social sciences and humanities. We have a particular focus on quality assurance through the research organization, double impact and dynamic development of new areas of research within the department's interdisciplinary profile.

Overall, therefore, the department is facing a process of change, where we will work to clearly profile the department's research, where the strategic focus of the research is enhanced, and where research further develops the international research quality and professionalization of both the individual and the collective research management.

Based on this research strategy, an action plan will be drawn up with a specification of the department's research profiles and a presentation of the research areas and issues that both the old and the new research groups are working on.

The department's research profile

Generally, research is conducted into a wide variety of areas: Science studies; aesthetic culture; language and learning; dialogic communication; power, media and communication; functional grammar and pragmatics; language and society in late-modernity; visual culture and performance design; criminality, justice and ethics; inter-culturalism; memory and applied history; global and transnational history; target groups and mediated life; culture and media; organizational communication and digitization, public communications etc. DCA's areas of research are interdisciplinary and are anchored in the following subjects: Danish, English, philosophy and science studies, history, journalism, communication, cultural encounters and performance design.

Theoretically, we are located in both the humanities and the social sciences traditions. Methodologically, we work with both classical and experimental methods, including in the department's Experience Lab, laboratories and workshops, through technology, media and social forms. The areas of focus for our research are motivated by specific disciplines and broader paradigmatic research interests, as well as research that creates social changes through the involvement of societal stakeholders, organizations and companies. Our research develops and promotes reflection, creativity and innovation. Our research also contributes to solving specific problems when, for example, we advise and/or collaborate closely with stakeholders, citizens and clients.

The research in our research groups is multidisciplinary, independent and international.

We intend to work to enhance the quality of the research conducted at DCA. The independent research will be developed through the researchers' and the research groups' own objectives and ambitions, and which are always comparable to the highest international level.

During the strategy development period, we will develop and refine DCA's profile and position within national and international research. We are a quite new department that is home to RUC's subjects within the fields of culture and communication. We are therefore also at the threshold of the research synergies that can develop.

We will work to ensure that there is a clearer link between the research and teaching of the department's researchers in order to improve the quality and quantity of the research-based teaching.

Research Quality

At DCA, we will work to increase the quality of our research by maintaining and strengthening a culture and practice for peer review of manuscripts (from the initial idea to the finished work) and research applications. The objective is to be better at publishing in reputable scientific publishing channels and to hold seminars, conferences and events targeting the local, regional, national and international scientific community, or society around us. In addition to focusing on publishing in print media, we will also develop our own experimental cognition and communication forms.

We will enhance, support and highlight the research networks that cooperate with the department's researchers, researcher teams and research groups, in acknowledgement of the fact that research has no institutional borders.

We also want to develop and use instruments by which we can increase the number of national and international researchers who visit the department for short-term or long-term visits. We also want to use this tactic in relation to research collaboration between individual researchers, researcher teams and research groups.

Finally, in relation to the recruitment of talented researchers, we intend to focus on whether we can use a tenure track to attract internationally recognised researchers. We also want to find forms of engagement whereby we can retain younger researchers, if the department's finances do not allow for their appointment.

Improved research funding

DCA has successful researchers, researcher teams and research groups who obtain external funding to conduct basic research, applied research and development work in collaboration with national and international researchers, as well as through collaborative projects with external clients (regional and national organizations, companies, etc.). DCA will work to ensure that the quality of the research conducted, both by research groups that have worked together for many years, and research groups that have only recently been established at DCA, are at an international level.

DCA wants to increase the amount of external funding during the strategy period. Specifically, DCA wants more of our research collaborations internally at the department and with external partners, to obtain more external research funding. This entails that we will raise awareness that the individual researcher, researcher team and research group will be facilitated through the department's and the university's support functions. We also wish to focus on the quality of research management in both individual and collective research projects.

Furthermore, we wish to use external funding to recruit talented young researchers.

Strengthened research profiling

The focus for our research at DCA is motivated by narrowly defined disciplines and broader paradigmatic research interests, as well as research that creates social changes through the involvement of societal stakeholders, organizations and companies.

The department's research is multifaceted and diverse. Some research environments have worked together for decades, while others are completely new. Some research areas are classical arts, while others combine the arts and social science traditions. The quality of the research and the topic selection must be ensured through a bottom-up process that is guided by the independent research interests, qualifications, abilities, ambitions and talent of the individual researchers, researcher teams and research groups. The department shall provide a framework for this work. The department's research committee, in cooperation with the department's research support function, will continuously ensure that all our researchers, young and old, are involved in relation to publishing, applications and invitations from external stakeholders.

We want to be attractive for national and international researchers and research environments. We want to increase the number of close collaborations with researchers (both national and international) from related and other disciplines. The development of this type of collaboration will

reflect RUC's interdisciplinary tradition.

We intend to contribute to solutions that are related to current cultural and societal dilemmas, conflicts and challenges, both at home and abroad.

We will increase our continuous dissemination activities in various media, as well as through lectures and advisory activities. Our ambitious and varied publishing and dissemination strategy is the most important and most comparable indicator for the strength of the department's research.

We plan to increase these activities with a focus on double impact, i.e. to publish in high-level international channels and research dissemination on a variety of public, organizational and societal platforms. We are experimenting with podcasts, video and web. At RUC, we want to continue being a leader in scientific communication across platforms.

We will create more space for research through systematic initiatives at the department.

We will increase the visibility of our research and our research results. One of the channels will be the university's website, which will increasingly be targeted at the national and international scientific community.

PhD programme

We will strengthen the student's PhD programmes by working more systematically to improve the quality of the activities conducted in the research groups. The PhD student must be both inducted into academia and participate in specific research work under the supervision of the members of the research group.

The PhD student will not only be part of a collegial research community, but must also be affiliated to one or more research groups in order to develop a strong network of researchers that they can draw on during their PhD programme, as well as in their subsequent career.

We will focus on ensuring that our PhD students receive a PhD education of international quality.

We will ensure that our PhD students are an integral part of the research conducted by the department and by the research groups.

Through close cooperation between DCA Doctoral School, the Doctoral School Executive Committee, the DCA Research Committee and the heads of the research groups, we will coordinate efforts to improve the quality of the PhD education programmes, as well as the working environment and well-being of the PhD students.

Research groups at DCA

DCA has a large number of research groups (currently 16) and they describe themselves as umbrella groups, project groups and paradigm groups, or combinations of the above. The vast majority of the research groups describe both themselves and their work as interdisciplinary. There is relative heterogeneity in relation to the size of the groups and in relation to how many research groups the individual researchers are involved in. We want to preserve this feature, because it is our experience that the core strength of the research groups is their focus on independent research and the

development of working methods that can improve the quality of the group's and the individual's research.

Going forward, we will strengthen the implicit norm that all research aims for publication in the best journals and with the best publishers, including by encouraging and facilitating the research groups to collaborate on research articles. This is because we believe that this increases the likelihood of successfully undergoing national and international peer reviews.

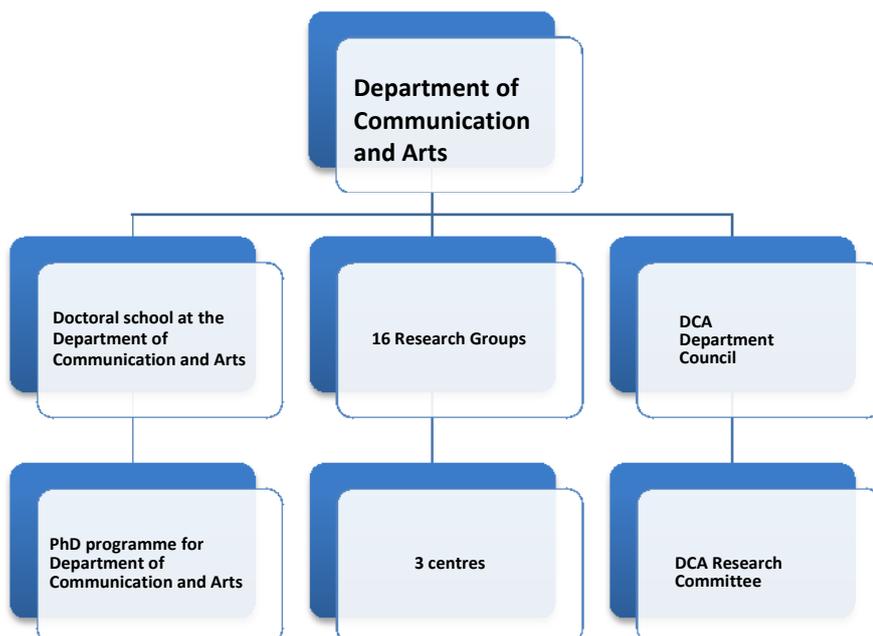
Furthermore, we will focus on ensuring that the research groups develop their role in the PhD programme by focusing on the further development of quality in the programme. This can be achieved through a greater exchange of experiences and by coordinating PhD-related activities, etc.

APPENDIX

DCA in figures, 2016

	2016
Full-time research staff (full time equivalent)	100
PhD students	50
External funding: number of ongoing projects	70
External funding: number of applications	40
External funding: annual turnover in DKK	160
External funding: granted in DKK millions (2015)	13.1
BFI (2015 figures)	205

Organisation of the research at DCA



Overview of research groups at DCA

In March 2017, there were the following research groups at DCA

- **Audiences and Mediated Life**
- **Dialogic Communication**
- **Memory and Applied History**
- **Functional Grammar and Pragmatics**
- **Global and Transnational History**
- **Intercultural Studies**
- **Culture and Media**
- **Power, Media and Communication**
- **Public Communication**
- **Organizing Communication and Digitization**
- **Language and Learning**
- **Language and Society in Late Modernity**
- **Punishment and Ethics**
- **Science Studies**
- **Visual Culture and Performance Design**
- **Aesthetic Culture**

Overview of research centres at DCA

Centre for News Research (<https://typo3.ruc.dk/forskning/forskningscentre/cfn/>)

The CALPIU centre: Cultural and Linguistic Practices at the International University
([http://forskning.ruc.dk/site/da/projects/calpiunetvaerket-kulturelle-og-sproglige-praksisserpaa-detinternationale-universitet\(c755f4b8-69e1-49aa-8d78-1eaa91ff3c56\).html](http://forskning.ruc.dk/site/da/projects/calpiunetvaerket-kulturelle-og-sproglige-praksisserpaa-detinternationale-universitet(c755f4b8-69e1-49aa-8d78-1eaa91ff3c56).html))

Experience Lab (<http://experiencelab.ruc.dk/>)