**AHRC M3C STEAMHouse PhD in Media and Cultural Studies**

**Project Title:** The Role of Multilingual Songs, Music and Performance in the Creative Industries of Black British and/or British Asian Popular Music in collaboration with Punch Records, Birmingham, and the Creative Multilingualism project, University of Oxford

**Supervisors:** Professor Rajinder Dudrah (Birmingham City University), Professor Katrin Kohl and Professor Julie Curtis (Faculty of Modern Languages, University of Oxford)

Cultural partner: Mr Simon Redgrave, Head of Creative Development, Punch Records.

**Project description:**

This doctoral project will be conducted within the context of the Creative Multilingualism programme, a major AHRC funded research project based at the University of Oxford (<http://www.creativeml.ox.ac.uk/>).  It will connect community languages across Black British and/or British Asian popular musical cultures and related creative industries (e.g. rap and hip hop, bhangra, grime, Bollywood etc.), and work closely with Punch Records in Birmingham. Punch is one of the UK’s leading arts and music development agencies, with a mission to transform lives through music. Punch has an excellent track record of working with young people, under-represented artists and Black and Asian minority ethnic communities (BAME). Punch offers music and educational workshops and artist development to young people. See: [www.punch-records.co.uk](http://www.punch-records.co.uk)

**The project will focus on the following research questions:**

1. How and in what ways are multi-lingual Black British and British Asian languages used in the song lyrics, music and performances among a range of BAME British artists working in the contemporary context of the UKs popular music creative industries?
2. What role does multilingualism have to play in the development of the UKs creative industries and what role do creative agencies such as Punch play in this process?
3. In what ways are music technologies and instruments used by artists in their multilingual and multicultural representations?

The award-holder will work with Punch to co-organise relevant events and investigate the role of multilingual songs, music and performance in schools and community settings. The student will also have an opportunity to draw on Punch’s extensive archives and ephemera across Black and Asian British popular music genres in order to create resources for dissemination.  Embedded in BCUs new STEAMHouse facility in Digbeth, Birmingham, amongst creative professionals and organisations in the city and working with personnel at Punch Records, the successful applicant will have opportunities to showcase their research project and develop meaningful networks and relationships in the cultural industries.