

## Daisy and Joanne

Daisy: 'ello Joanne, long time moo see!

Joanne: Hi Daisy, yes it has been some time hasn't it. How have you been?

Daisy: Ahh well...you know, doing good. Mainly been grazing about. I recently went to watch my cousin Dorothy make her cameo appearance in the Bafta nominated movie, Cow. Apparently, it slaughtered the box office! How about yourself?

Joanne: Wow, sounds amoo..... amazing. {pause} Anyway. I'm guessing this isn't a purely social call?

Daisy: Well, I actually have a question or two about writing an impact statement, if you could help, please?

Joanne: I've seen quite a few PhD impact statements recently, in fact, I've just been working with a lovely colleague from the Hoggraphy department... Peppa? Professor Pig? It really seems to be animating quite a few folks at the moment. It's hard to get the balance right, isn't it? You want to sell yourself, without sounding too cheesy?

Daisy: \*chuckles\* Nice thinking on your hoofs. I was wondering if you could look at the impact statement I have written here (passes Joanne impact statement). I am looking to move from the academic field and explore pastures new where my research on the changing of standards and policies concerning testing the milk my fellow herd members and I make for antibiotic residues will be of interest. You could say that I have some beef with policymakers and their approach of making models forcowsting the impact of changing standards & policies. I think they would do much better if they reconsidered their ideas and methods for assessing the impact of these changes through utilising theories of social practice, like in my research, and it would be great achievement for its proponents too. So... what moo you think?

Joanne: Well. Gosh. You've certainly been putting a lot of thought in. You said you have been grazing about recently, didn't you?

Daisy: Erm yes?

Joanne: Hmm, yes, I thought you did. I like the ambition, but if I am to be honest with you, I feel like you might have have somewhat, erm, butchered this. It's a bit hard to grasp the substance of what you want to say. So, I do think we need to work on that. But before we get into this, tell me a bit about how it has been writing this, what are you trying to achieve with this writing, and when do you need to complete it by - just to get a bit of context?

Daisy: Yeah, sure. Writing is a challenging task; it is quite anthropocentric in practice - I guess some animal-researchers *are* more equal than others.

Joanne: Anthropocentric? Really?

Daisy: You try holding a pen or using a qwerty pad with these \*shows hoofs\*.

Joanne: Or Fur, I mean, fair point. Carry on... What is that you want to achieve with your research?

Daisy: Well, you know the reason why I am writing this: to share my research with agricultural policymakers concerning the effects of changing antibiotic residue testing standards to all bovine-kind. So, I am hoping to achieve influence in policymaking. And in terms of completing this impact statement, I don't have a deadline - it is something of an open field to roam.

Joanne: Okay... One thing to say, I guess, is we don't want to be doing this until the cows come home, so maybe fixing a deadline for yourself may help organise and structure your writing.

Daisy: Ahh yes, I see - I may be chewing the cud and getting my stomachs in knots for a while if not.

Joanne: And, you will want to be udderly clear. Utterly clear, sorry! And of course – it's important you get the full value from all of your experience. You will want to milk every last drop, I suppose. Condense it, even. Bottle it up into a homogenised whole capturing the rich, creamy thickness of the data, {trails off, coughs etc}

You might also want to remove parts, separate the wheat from the chaff, as it were; pasteurise your writing: boil it down to the most impactful details? . So, this sentence, for example:

“us cows carry practices we are not materials constituting and arrangement - and are more than numbers on a model forcasting the implications Brexit begets to the policies and practices keeping our milk free-from antibiotic residues”.

I think it could be skimmed down a bit? There's a lot going on for one sentence so it's not that easy to follow

Daisy: I am still a bit concerned that I could butcher this. Writing is a difficult task, let alone a calf-sized piece trying to compact its empirical beefiness.

Joanne: That is what I am here for, to help with researchers' writings at Lancowster University. Do you think it would help if you read some examples? How about you have a look at Peppa's statement? And your mate Shaun? You know – Dr Sheep, and then there's that humanist scholar, Dr MacDonald, the chap with the farm? {sings...}. So – I tell you what – why don't you have another go at writing this impact statement with our conversation in mind. We can meet again in a week to go over the new version, my door is always open. Born in a barn, me!

Daisy: 100%! Thank you, Joanne, you have been a great help. Would it be alright if I don't read Dr MacDonald's impact statement though?

Joanne: Well, of course – this is your piece of writing and you must be the judge of what is the best way for you to approach it. Can I ask why not though?

Daisy: There's this saying by an old friend of mine, Snowball the pig, he was a famous revolutionary on a farm before it all went to dung. Anyway, he would say “four legged research good, two legged research bad”. It's kind of put me off.

Joanne: Okay, fair enough. [pause]

Joanne. Well I must go now, I've now got another meeting; this time with Marcel Mouse. I think he's looking to move from the academic field as well - I heard he got into a something of a catfight with Michel Foucat, Purr Bourdieu and Ted Catzki. See you soon Daisy!

Daisy: Thanks again Joanne, see you soon.