

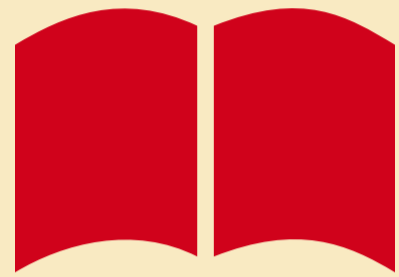


# Annual Report Overview 2022/23

Here are some highlights of Cardiff University Press activity during the academic year 2022/23. Two monograph titles have been published and two new journal websites have been set up during this period. The Press has seen significant increases in viewing and downloading activity for its publications.



**42,800**  
Journal page views



**94**  
Journal articles published



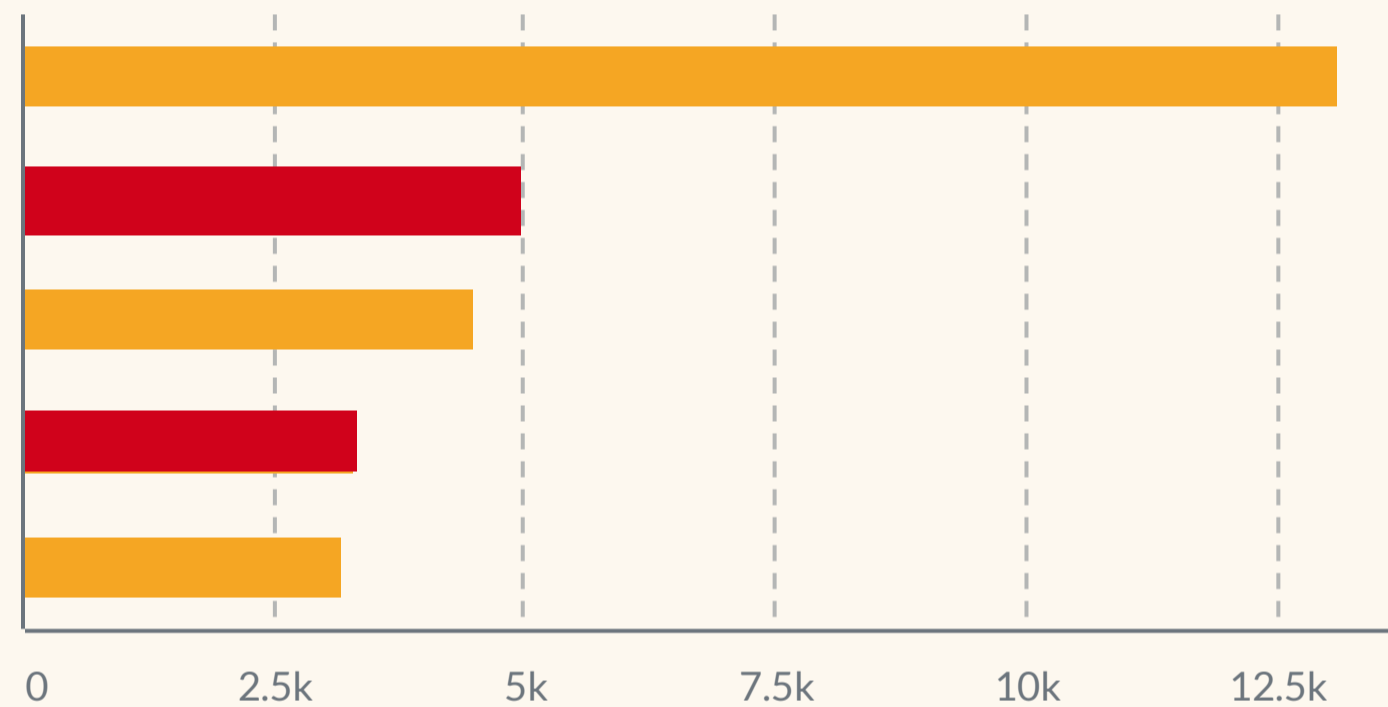
**8,854**  
Monograph page views



**14,616**  
Monograph downloads

## Top 5 journals by web page views

- 1: *Martial Arts Studies*
- 2: *Journal of Corpora and Discourse Studies*
- 3: *JOMECE Journal*
- 4: *Journal of Ammonia Energy*
- 5: *Intersectional Perspectives*

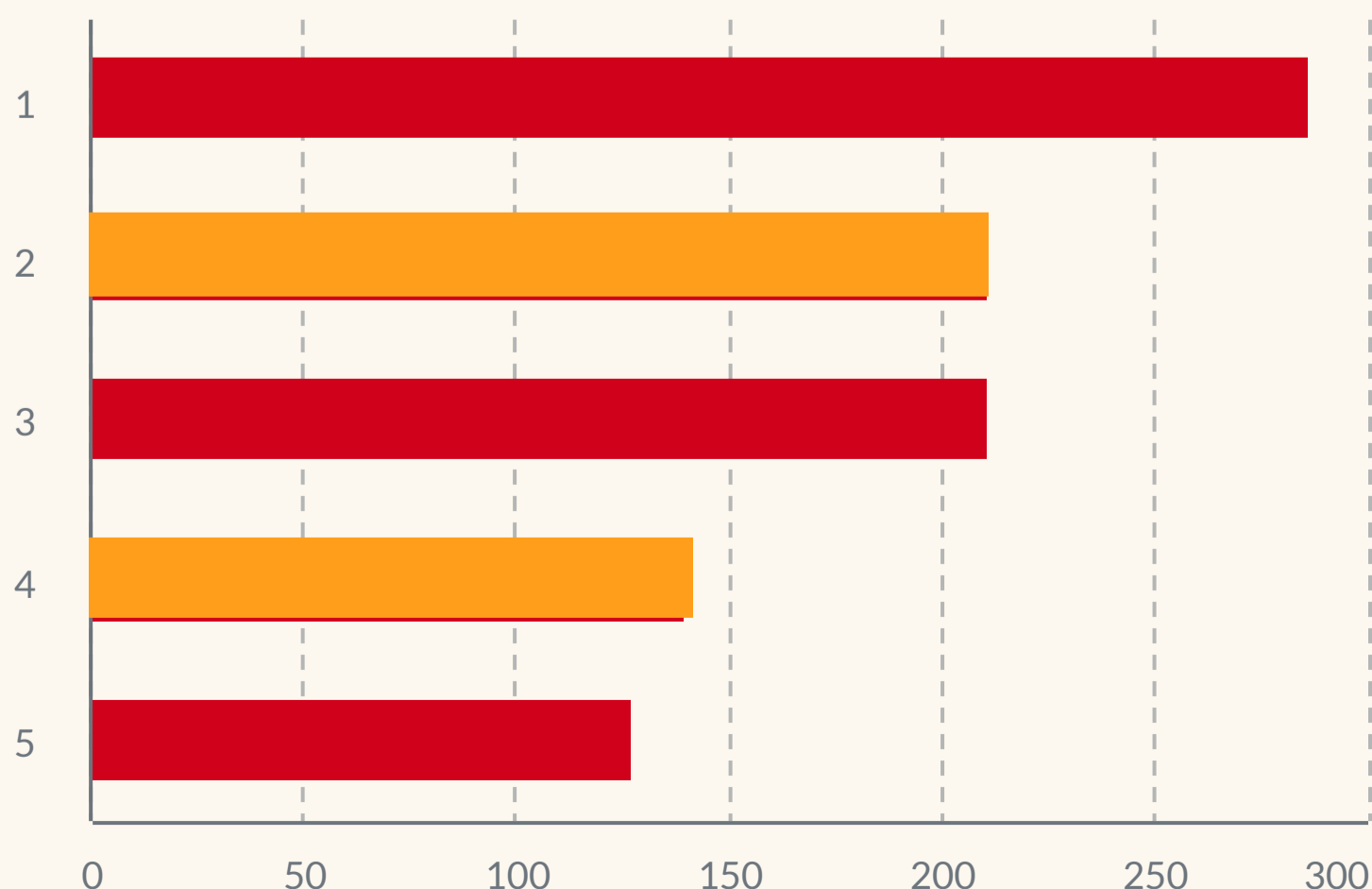


## New journals



The *Journal of Ammonia Energy* was launched in September 2022, and its first issue was published in July 2023. Two more brand-new titles have been added to the Press journal portfolio in the last year: the *European Journal of Microwave Energy* and *Agoriad: a Journal of Spatial Theory*. Their inaugural issues will both be published in 2024.

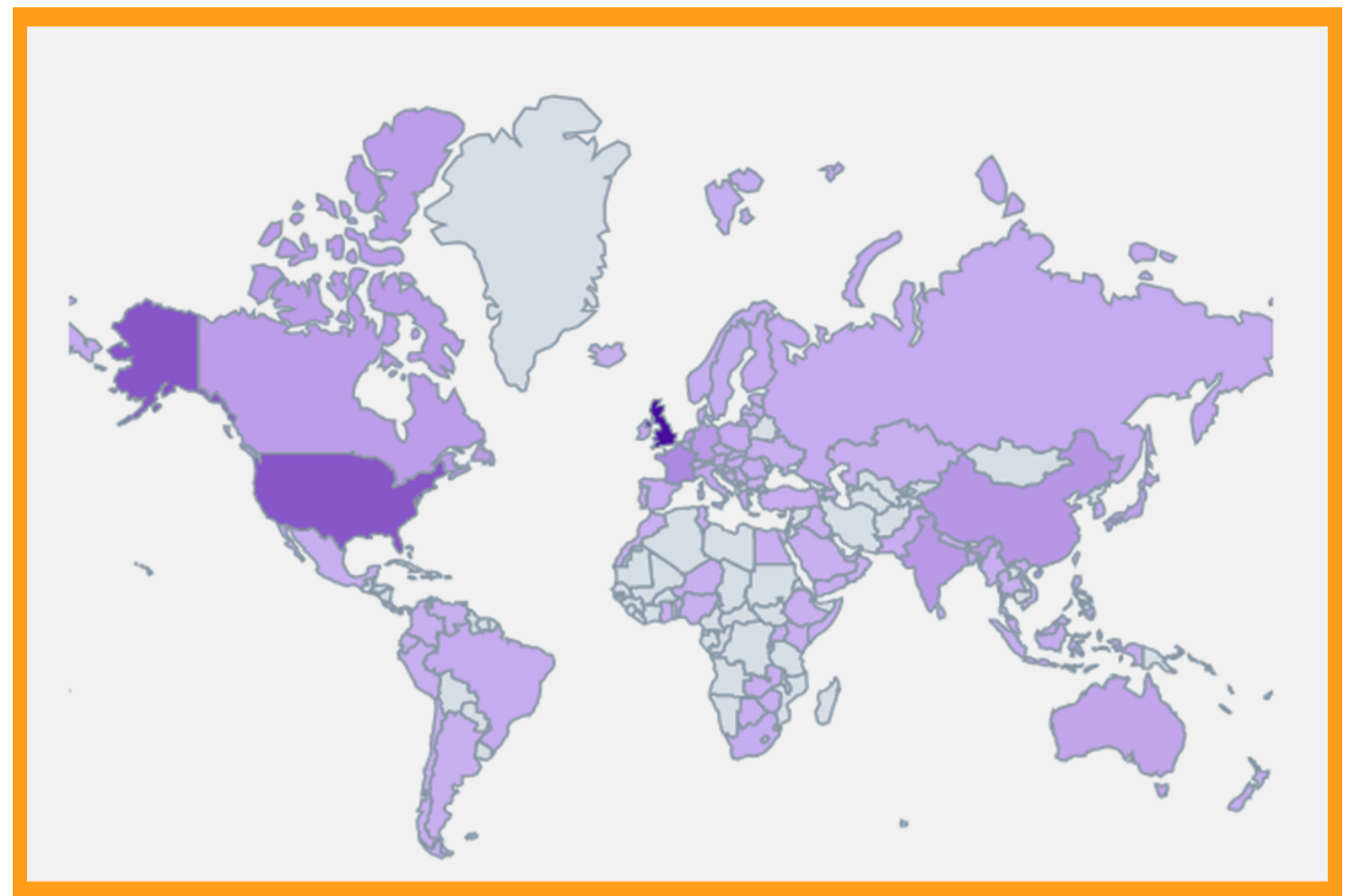
## Top 5 downloaded articles



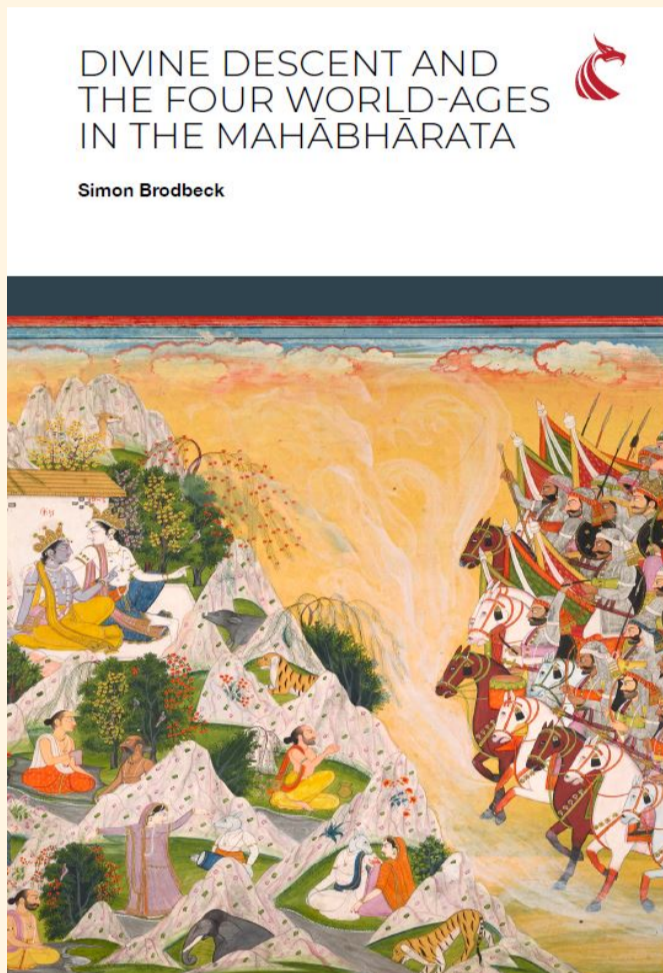
- 1: The many lives of Yang Luchan: mythopoesis, media, and the martial imagination. *Martial Arts Studies*, February 2023
- 2: Market(ing) activism: Lush cosmetics, ethical oil, and the self-mediation of protest. *JOMECE Journal*, November 2013
- 3: Thrift shopping and Indonesian urban youth fashion consumption. *JOMECE Journal*, December 2022
- 4: The British Ju-jitsu Society and the influence of Kodokan judo on early jujutsu in the U.K. *Martial Arts Studies*, February 2023
- 5: Engolo and capoeira: from ethnic to diasporic combat games in the southern Atlantic. *Martial Arts Studies*, Feb 2023

## International engagement

This map shows the international reach of the Press, with visitors to its website from 100 countries on six continents during 2022-23. There were 2,100 UK visitors to the site, representing 40.7% of the total. The other top five countries were the USA (878), France (311), China (194) and India (173).

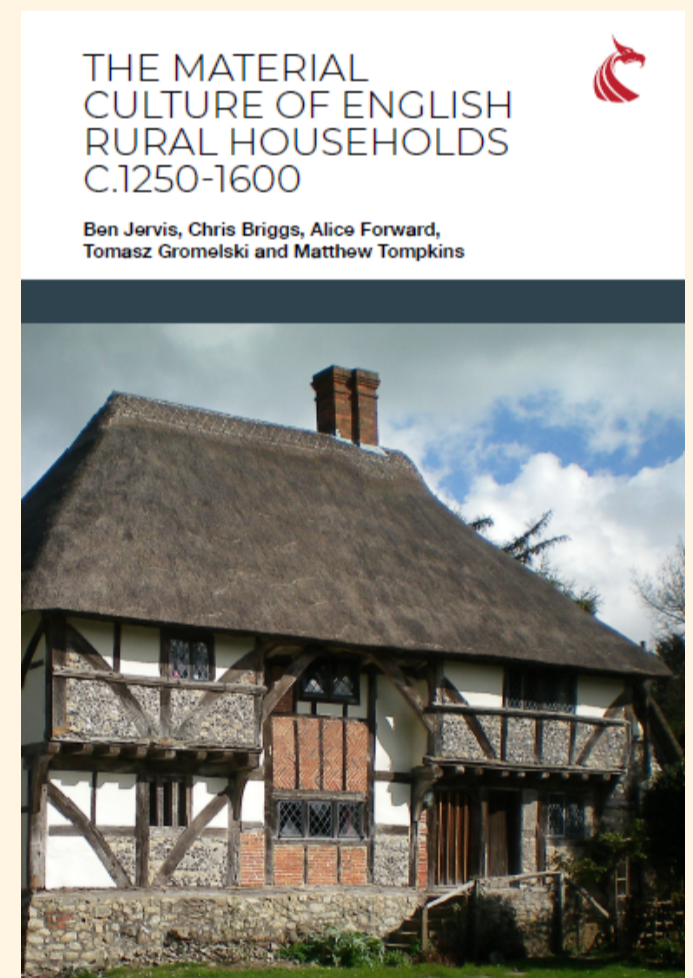


## Monographs published this year



This monograph approaches the *Mahābhārata* as a single work of literature, and the method is that of close textual study. Key verses are quoted in the original Sanskrit and in English translation. The monograph tackles a paradox in the *Mahābhārata*, which has been previously discussed with no detailed solution forthcoming: in the theology of the *Mahābhārata*, divine descent is said to improve the world, but the narrative describes Kṛṣṇa's *avatāra* (descent to Earth, or incarnation) as inaugurating the worst *yuga* (world-age). The monograph's objective is to try to articulate a *Mahābhārata* theology of time.

This monograph presents a synthesis and analysis of the possessions of non-elite rural households in medieval England. Drawing on the results of the Leverhulme Trust funded project 'Living Standards and Material Culture in English Rural Households, 1300-1600', it represents the first national-scale interdisciplinary analysis of non-elite consumption in the later Middle Ages. The research is based on archaeological and historical evidence, comprising objects recovered from archaeological excavations, Escheator records from the 14th and 15th centuries and Coroner records from the 16th century. Links are provided throughout the text to allow the reader direct access to research data held in an external archive.



## Strategic review of the Press



In summer 2023, Cardiff University Press hired an external consultancy firm to conduct a strategic review of its activities. The review report recommended enhanced communication of the mission and value of the Press in order to help Cardiff University realise its research vision, a business case for the repositioning of the Press within the University's research ecology, and task-and-finish groups to develop aspects of monograph, journal and other format publication. Work is now underway to respond to these recommendations.



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