

# Ceri Hughes

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## EDUCATION

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**PhD Journalism and Mass Communication**, in progress – defense scheduled for May 2019

University of Wisconsin-Madison, USA

Louise Elizabeth George Scholarship Fund Fellowship recipient

Dissertation subject: Minor political parties and media representation

The first dissertation chapter utilizes automated content analysis to examine seven years of press releases by the United Kingdom Independence Party (UKIP) and concomitant media coverage. The second chapter is based on two years of ethnographic fieldwork with a U.S. state Green party and interviews with prominent members and officials. The third chapter uses hand-coded content analysis of reporting on the Green Party of England and Wales. In addition to the dissertation, a second area of research is the use of religious rhetoric in political communication.

Committee members: Mike Wagner (Chair); Dhavan Shah; Sue Robinson (all UW-Madison, School of Journalism and Mass Communication); Barry Burden (UW-Madison, Political Science); Stephen Cushion (Cardiff University, School of Journalism, Media and Cultural Studies)

**Master of Arts with Distinction, Political Communication, 2012**

Cardiff University, UK

Thesis - It's Not Easy Being (the) Green(s). A Content Analysis of Green Party Press Releases and UK Newspaper Coverage 2008 – 2011. (Distinction)

**Postgraduate Certificate in Education (Qualified Teacher), 2000**

University of Southampton, UK

**Bachelor of Arts, Journalism, Film & Broadcasting, 1997**

Cardiff University, UK

Thesis – Celluloid Catharsis: How Hollywood Helped America Recover from Vietnam

## REFEREED JOURNAL ARTICLES

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Hughes, C. (2019) The God card: Strategic employment of religious language in U.S. presidential discourse. *International Journal of Communication*. 13: 528–549. Available at: <https://ijoc.org/index.php/ijoc/article/view/8484/2547>

Hughes, C. (2016) It's not easy (not) being green: Agenda dissonance of Green Party press relations and newspaper coverage. *European Journal of Communication*. 31 (6): 625–41. doi: [10.1177/0267323116669454](https://doi.org/10.1177/0267323116669454)

Hughes, C. (forthcoming) It's the EU immigrants stupid! UKIP's core-issue and populist rhetoric on the road to Brexit. *European Journal of Communication*.

## **MANUSCRIPTS IN PREPARATION**

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Hughes, C. Debatable sphere: major party hegemony, minor party marginalization in the UK leaders' debate. Review and Resubmit.

Hughes, C. "We're not whores, that's why we're poor": antipartyism, Fundi-Realo positioning and the [Frowland] Green Party. Under review.

Hughes, C. Thou art in a deal: the evolution of religious language in the public communications of Donald Trump. Accepted to International Communication Association Conference Washington D.C., May 2019.

Hughes, C. Your name's not down, you're not coming in: gatekeeping barriers to minor political parties. Data collection (interviews).

Communication Ecologies, Political Contention, and Democratic Crisis working group. Paper series on communication and politics in the state of Wisconsin. To date the project has received around \$800,000 in grant funding. The project is entering the paper development phase:

Suk, J., Shah, D., Cramer, K., Friedland, L., Hughes, C., Wagner, M. & Wells, C. Do improving conditions harden partisan preferences? Communication, context, and political evaluations during periods of contention.

## **CONFERENCE PRESENTATIONS**

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Hughes, C. (2018) Debatable sphere: major party hegemony, minor party marginalization in the UK leaders' debate. Association for Education in Journalism and Mass Communication Conference, Washington D.C., August 2018.

- **Best Graduate Student Paper Award, 2<sup>nd</sup> Place**, Political Communication Interest Group.

Hughes, C. (2018) The God card: Strategic employment of religious language in U.S. presidential discourse. Association for Education in Journalism and Mass Communication Conference. Washington, D.C., August 2018.

- **Best Graduate Student Paper Award, 2<sup>nd</sup> Place**, Religion and Media Interest Group.

Hughes, C. (2018) It's the EU immigrants stupid! UKIP's core-issue and populist rhetoric on the road to Brexit. International Communication Association Conference, Prague, Czech Republic, May 2018.

Hughes, C. (2018) "We're not whores, that's why we're poor": antipartyism, Fundi-Realo positioning and the Frowland Green Party. Chicago Ethnography Conference, Chicago, IL, March 2018.

Hughes, C. (2017) God on our side: Presidential religious rhetoric, issue ownership and competing gospels. Association for Education in Journalism and Mass Communication Conference, Chicago, IL, August 2017.

Hughes, C. (2017) Anti-Europe, anti-immigrant and anti-party: UKIP rhetoric and the road to Brexit. Association for Education in Journalism and Mass Communication Conference, Chicago, IL, August 2017.

Li, J.†, Conathan, D. & Hughes, C. (2017) Rethinking Emotional Desensitization to Violence: Methodological and Theoretical Insights from Social Media Data. International Conference on Social Media & Society, Toronto, Canada, July 2017. † - presenter

Hughes, C. (2016) Not agreeing with Nat: major party hegemony, minor party marginalization in the UK election debate. Association for Education in Journalism and Mass Communication Conference, August 2016.

## **GRANTS AND AWARDS**

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- Best Graduate Student Paper Award 2018 – 2<sup>nd</sup> place, Political Communication Interest Group, Association for Education in Journalism and Mass Communication
- Best Graduate Student Paper Award 2018 – 2<sup>nd</sup> place, Religion and Media Interest Group, Association for Education in Journalism and Mass Communication
- Reuters Institute for the Study of Journalism. Comparative media research workshop, September 2018, Oxford University. \$1,000 department grant awarded to attend.
- University of Wisconsin-Madison School of Journalism and Mass Communication. Louise Elizabeth George Doctoral Scholarship Fellow, 2018-19.
- University of Wisconsin-Madison School of Journalism and Mass Communication Leadership Award - 2018 and 2017 award for organizing the Communication Crossroads departmental conference.
- University of Wisconsin Graduate School. \$1,200 travel grant to attend ICA 2018
- University of Wisconsin Elections Research Center. \$750 travel grant to attend ICA 2018
- University of Wisconsin Elections Research Center. \$1,400 grant awarded in 2017 for undertaking content analysis research on UKIP. The funding was used to hire two undergraduate research assistants to code UKIP press releases and attendant media stories.

- University of Wisconsin Elections Research Center. \$1,500 grant awarded in 2016 for undertaking ethnographic fieldwork with the Frowland Green Party.

## **TEACHING EXPERIENCE**

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Teaching Assistant, J202: Mass Communication Practices, fall 2014, spring/fall 2015.

- J202 is a six-credit 15-week class consisting of six hours of TA lab instruction per week. It is the introductory course to the School of Journalism and Mass Communication, teaching students a wide range of communication skills and techniques for journalistic writing and strategic communication.
- Examples of elements taught include: writing breaking news stories, follow-up stories, feature stories, writing and editing for broadcast, editing video content, writing press releases, producing media buy plans, interviewing, publishing web content, utilizing Alternative Story Forms (ASFs), product development and marketing.

Teaching Assistant, J335: Principles and Practices of Reporting, spring 2017.

- J335 is an intermediary level 15-week reporting class for students interested in pursuing a career in journalism. It builds on skills taught in the J202 class, helps students find their journalistic voice and expects students to produce copy of publishable quality. The course is also a prerequisite for Masters Students undertaking the professional track MA.

Received consistently high evaluations as a TA – in every instance they were higher than the average for TAs teaching the same course. More details and a sample of qualitative evaluations are available at [cerihughes.com/evaluations](http://cerihughes.com/evaluations)

## **RESEARCH POSITIONS**

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Project Assistant, “Communication Ecologies, Political Contention, and Democratic Crisis,” summer 2017 to present.

- PIs: K. Cramer, L. Friedland, D. Shah, M. Wagner, C. Wells, W. Sethares, K. Rohe.  
The research project investigates the communication landscape of Wisconsin and the role that it may have had in influencing the political ecology of the state. The research was recently awarded a \$411,000 UW 2020 grant and over \$250,000 in external grant funding to continue the work. I have primarily focused on collecting media archives, undertaking qualitative coding of talk radio data and quantitative analysis of media data using natural language processing software (Wordstat, LIWC, Diction).

Project Assistant, “Project DATA: Digital Ad Tracking and Analysis” fall 2015 - fall 2016.

- PI: Young Mie Kim
- Project DATA is an investigation of the practice of microtargeting by political parties. It was funded by the Vice-Chancellor’s office for Research and Graduate Education at the University of Wisconsin-Madison. The project collected browsing data and survey information from volunteers. I set up data collection during the 2016 primary period which

served as a pilot before the General Election. I helped developed the survey questionnaire, worked with programmers to develop the browser extension which collected the data. I developed the codebook for the ad categorization and undertook extensive data analysis.

## **ACADEMIC SERVICE**

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- Trainee reviewer – *Journalism & Mass Communication Quarterly*
- Member of ICA (political communication, journalism studies divisions) and AEJMC (political communication, religion and media, graduate student interest groups)
- Association for Education in Journalism and Mass Communication, Religion and Media Interest Group – Membership Chair, 2018-2019
- Association for Education in Journalism and Mass Communication, Political Communication Interest Group – Graduate Student Liaison Officer, 2017-2018
- Reviewer – Association for Education in Journalism and Mass Communication, Political Communication Interest Group, 2018
- Conference Chair - Crossroads Communication Conference 2018
  - Crossroads is a multi-disciplinary student conference that doubles as a graduate student recruiting event. In this role, I initiated a new session to highlight the faculty/student research group collaborations – a major strength of our department.
- Communications Director - Crossroads Communication Conference 2016, 2017

## **PROFESSIONAL EXPERIENCE**

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### **Welsh Government**

*Corporate Responsibility Adviser, 02/2010 – 06/2011.*

Led a team of six implementing environmentally sound business practices in the Welsh Government – an organization of 6,000 personnel distributed across Wales.

*Union Representative, 01/2009 – 02/2010.*

Represented staff views in management forums, led policy consultations and helped staff with personal issues. Responsible for union communications, editing union newsletters and developing the union web presence.

*Human Resources Special Projects Team Adviser, 07/2008 – 01/2009.*

Consultant on implementing a Single Equality Scheme for the organization.

**Wales Tourist Board** – *Marketing Analyst, 2002 – 2004. Senior Research Analyst, 2004 – 2007.*

Marketing and business development analyst for the national tourism organization. Project and contract management of external research. Analyzed large-scale survey information on tourism trends and value and developed bespoke internal research work.

**Neath College** – *College lecturer, 2001 – 2002.*

Taught mathematics classes to young adults at a further education college.

**City of Portsmouth Girls' School** – *Mathematics teacher*, 2000 – 2001.

Taught mathematics at a UK secondary school – teaching students aged 11-16 to GCSE level.

## **REFERENCES**

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**PhD Dissertation Committee. Please contact professors Wagner, Shah and Robinson for references.**

Professor Michael Wagner (Chair), Associate Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison.

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