

Ceri Hughes PhD

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CURRENT POSITIONS

Teacher. Cardiff University, School of Journalism, Media and Cultural Studies. Teaching on the MA course, Putting Research into Practice, and discussion tutor on three undergraduate modules.

Knight Research Fellow of Communication and Civic Renewal – Centre for Communication and Civic Renewal, University of Wisconsin-Madison.

EDUCATION

PhD Journalism and Mass Communication, 2019

School of Journalism and Mass Communication, University of Wisconsin-Madison, USA
Louise Elizabeth George Scholarship Fund Fellowship recipient

Political communication and journalism studies scholar studying the democratic implications of communication acts by political actors. I have worked and published in the following main areas: communication by and about minor political parties; religious rhetoric in political speech; local media ecologies and disinformation. Main methodologies are content analysis, ethnography, and in-depth interviewing.

- PhD Dissertation: Democracy's Minor Problem: Communication and Third-Party Politics
Dissertation committee members: Mike Wagner (Chair); Dhavan Shah; Sue Robinson (all UW-Madison, SJMC); 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 Status), 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

PEER-REVIEWED JOURNAL ARTICLES AND BOOKS

Centre for Communication and Civic Renewal (2022) Studying the Wisconsin media ecology. (pp. 28–44). In Friedland, Shah, Wagner et al. *Battleground: Asymmetric Communication Ecologies and the Erosion of Civil Society in Wisconsin*. Cambridge University Press.

Foley, J., Wagner, M., **Hughes, C.**, Friedland, L., Suk, J. & Shah, D. (2021) Free and Fair? The differential experiences of administrative burdens, voting barriers and voting policies in American midterm elections. *International Journal of Public Opinion Research*. doi: [10.1093/ijpor/edab009](https://doi.org/10.1093/ijpor/edab009)

Wells, C., Friedland, L., **Hughes, C.**, Shah, D, Suk, J. & Wagner, M. (2021) News media use, talk networks and anti-elitism across geographic location: Evidence from Wisconsin. *International Journal of Press/Politics*. doi: [10.1177/1940161220985128](https://doi.org/10.1177/1940161220985128)

Hughes, C. (2020) Thou art in a deal: the evolution of religious language in the public communications of Donald Trump. *International Journal of Communication*, 13: 4826–4846, <https://ijoc.org/index.php/ijoc/article/view/12691/3220>

Hughes, C. (2020) It's not easy being green, white, red and blue: Constituency representations versus electoral competition in the Wisconsin Green Party. *International Journal of Politics, Culture, and Society*. doi: [10.1007/s10767-020-09365-5](https://doi.org/10.1007/s10767-020-09365-5)

Suk, J., Shah, D., Wells, C., Wagner, M., Friedland, L., Cramer, K., **Hughes, C.** & Franklin, C. (2020). Do improving conditions harden partisan preferences? Lived experiences, imagined communities, and polarized evaluations. *International Journal of Public Opinion Research*. doi: [10.1093/ijpor/edz051](https://doi.org/10.1093/ijpor/edz051)

Hughes, C. (2019) Debatable sphere: major party hegemony, minor party marginalization in the UK leaders' debate. *Communication and the Public*. 4 (3): 189–203. doi: [10.1177/2057047319875863](https://doi.org/10.1177/2057047319875863)

Hughes, C. (2019) It's the EU immigrants stupid! UKIP's core-issue and populist rhetoric on the road to Brexit. *European Journal of Communication*. 34 (3): 248–266. doi: [10.1177/0267323119830050](https://doi.org/10.1177/0267323119830050)

Hughes, C. (2019) The God card: Strategic employment of religious language in U.S. presidential discourse. *International Journal of Communication*. 13: 528–549. <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)

PEER-REVIEWED CONFERENCE PRESENTATIONS

Hughes, C., Morani, M., Cushion, S. & Kyriakidou, M. Does the political context shape how “due impartiality” is interpreted? An analysis of BBC reporting of the 2019 UK and 2020 US election campaigns. International Communication Association (ICA), May 2022.

Morani, M., **Hughes, C.**, Cushion, S. & Kyriakidou, M. Why media platforms police the boundaries of impartiality: A comparative analysis of UK public service television news and fact-checking in countering political misinformation. International Communication Association (ICA), May 2022.

Kyriakidou, M., Cushion, S., Morani, M., & **Hughes, C.** Audience understandings of disinformation: towards a pragmatic scepticism of news media and politics. International Communication Association (ICA), May 2022.

Kyriakidou, M., Morani, M., **Hughes, C.** & Cushion, S. Rethinking fact-checking in the fight against disinformation: An audience perspective. International Communication Association (ICA), May 2022.

Hughes, C., Morani, M., Cushion, S. & Kyriakidou, M. Due and undue impartiality. How context policed BBC reporting during the UK and US elections. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Virtual, August 2021.

Li, J. †, Suk, J., Lukito, J., **Hughes, C.**, Foley, J., Friedland, L., Wells, C., Shah, D., Wagner, M. When the Desert Matters: Contextual Differences in Local News Environment and Polarized Perceptions of Local Economy. AEJMC Conference, San Francisco, US, August 2020. † - presenter

Wells, C. †, Friedland, L., **Hughes, C.**, Suk, J., Wagner, M. & Shah, D. (2019) Integrating the social geography of the lifeworld into the study of media use and opinion formation. International Journal of Press/Politics Conference, Loughborough, UK, September 2019. † - presenter

Hughes, C. (2019) When Pat met Donald: Christian Broadcasting News and the interpretation of Trump. (AEJMC) Conference, Toronto, Canada, August 2019.

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

Hughes, C. (2018) Debatable sphere: major party hegemony, minor party marginalization in the UK leaders’ debate. AEJMC Conference, Washington D.C., August 2018.

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

Hughes, C. (2018) The God card: Strategic employment of religious language in U.S. presidential discourse. AEJMC Conference. Washington, D.C., August 2018.

- **Best Graduate Student Paper Award, 2nd 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. ICA 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. AEJMC Conference, Chicago, IL, August 2017.

Hughes, C. (2017) Anti-Europe, anti-immigrant and anti-party: UKIP rhetoric and the road to Brexit. AEJMC, 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. AEJMC, Minneapolis, MN, August 2016.

SELECTED MANUSCRIPTS IN PREPARATION

Foley, J., Wagner, M., Lukito, J., **Hughes, C.**, Suk, J., Friedland, L. & Shah, D. Do Conspiracy Theories “Find Me?”: How Communication Ecologies, Information Seeking preferences and Racial Resentment Fuel Conspiratorial Thinking. Under review.

Li, J., Suk, J., Lukito, J., **Hughes, C.**, Foley, J., Friedland, L., Wells, C., Shah, D., Wagner, M. When the Desert Matters: Contextual Differences in Local News Environment and Polarized Perceptions of Local Economy. Under review.

Hughes, C., Morani, M., Cushion, S. & Kyriakidou, M. – paper on BBC election reporting. Under review.

Kyriakidou, M., Cushion, S., Morani, M., & **Hughes, C.** – audiences understanding of disinformation. Under review.

Morani, M., **Hughes, C.**, Cushion, S. & Kyriakidou, M – analysis of journalist challenge to politician claims across media platforms. Preparing for submission.

Hughes, C. & Duncan, M. – experiment on perceived efficacy of fact-checking. Writing up.

Hughes, C. Should they persist? Analysis of female politicians in political debates. Data collection.

Hughes, C. When Pat met Donald. A lot. Christian Broadcasting Network and Donald Trump. Data collection.

PUBLIC OUTREACH AND CITATIONS

Seeking power in Jesus' name: Trump sparks a rise of Patriot Churches. *Washington Post*.

Appealing to evangelicals, Trump uses religious words and references to God at a higher rate than previous presidents. *The Conversation*, *Salon*. Interviews on Swedish National Television and 570 News.

How Suffering Farmers May Determine Trump's Fate. *The New Yorker*.

Wisconsin is scheduled to vote today. How will the pandemic affect turnout? *Washington Post Monkey Cage*.

Real voting equality. *Scholars Strategy Network*.

What Makes Wisconsin Swing? *Vox*.

UW-Madison Communication and Civic Renewal team want nonpartisan redistricting and a voice for political minorities. *Capital Times*.

Why the Green Party's whistleblowing manifesto was so important, and what we should learn from it. *Screen Shot*.

GRANTS AND AWARDS

- Best Graduate Student Paper Award 2018 – 2nd place, Political Communication Interest Group, Association for Education in Journalism and Mass Communication
- Best Graduate Student Paper Award 2018 – 2nd 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 organising the Communication Crossroads departmental conference.
- University of Wisconsin Graduate School. \$2,500 travel grants to attend ICA 2018/2019
- 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 Wisconsin Green Party.
- PhDigital Bootcamp - selected as a fellow for the PhDigital Bootcamp for Spring 2019. The bootcamp is designed to train communication educators to lead curriculum innovation, particularly in connection with digital communication. One of only 20 attendees selected to the course which is fully funded by the Knight Foundation.

TEACHING EXPERIENCE

Lecturer

Cardiff University

MA Putting Research into Practice, Spring 2022 – delivering lectures on digital research methods, specifically the use of qualitative coding software for textual and content analysis.

Brunel University.

MA Research Methods, Spring 2020. I developed the materials and taught a class covering main research methodologies and dissertation development. I delivered a weekly lecture component and a practical seminar.

CAPA – The Global Education Network.

Ethics in the Media, autumn 2019 and spring 2020. I developed all materials and assessments and delivered this course to US students studying abroad. The three-hour lectures mixed lecturing, discussion sections and case-study analysis.

Social Media & Strategic Communication, spring 2020. In developing this course, I developed a partnership with a leading digital marketing agency, Ayima, whose staff delivered guest slots on areas of professional expertise. Classes included lecture components and practical instruction on a range of communication techniques and technologies. For a final project, students in teams developed a web presence and multiple pieces of content for a new fictitious social enterprise.

Guest Lecturer

Cardiff University, spring 2021 and spring 2022; BA module, The Making and Shaping of News. autumn 2021; MA Political Communication. MSc in Public Leadership.

Brunel University, autumn 2019; BA module, International Politics and Social Change.

Seminar Tutor

Cardiff University, spring 2022. BA module, The Making and Shaping of News (3 seminar groups). BA module, Understanding Journalism (4 seminar groups). BA module, War, Politics and Propaganda (1 seminar group).

Dissertation supervision

Middlesex University, 2019 to 2021; supervisor for eleven BA Journalism dissertations.

Teaching Assistant

UW-Madison, J202: Mass Communication Practices, autumn 2014, spring/autumn 2015.

- Examples of elements taught include writing breaking news stories, writing and editing for broadcast, writing press releases, producing media buy plans, interviewing, publishing web content, and Alternative Story Forms (ASFs).

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

- J335 is an intermediary level reporting class which builds on J202. The course is a mixed-level course for undergraduates and professional track MA students.

Received consistently high evaluations as a lecturer and TA. More details and a sample of qualitative evaluations to date are available at cerihughes.com/evaluations and sample slides and syllabi are available here: cerihughes.com/samples

RESEARCH POSITIONS

Research Associate, School of Journalism, Media and Cultural Studies, Cardiff University. January 2021 to January 2022, post-doc position - “[Countering Disinformation. Enhancing journalistic legitimacy in public service media.](#)” For this project I designed and undertook content analysis, developed large scale quantitative and qualitative surveys, and ran focus groups.

May 2020 to December 2020 - worked on a report for the BBC on journalists use of social media, an AHRC-funded study into alternative media - “[Beyond the MSM: Understanding the rise of alternative online political media.](#)” and an examination of reporting on devolution in reference to the Covid-19 pandemic.

Project Assistant, “[Communication Ecologies, Political Contention, and Democratic Crisis.](#)” summer 2017 to summer 2019. Appointed as The Knight Fellow for Communication and Civic Renewal in autumn 2019.

PIs: K. Cramer, L. Friedland, D. Shah, M. Wagner, C. Wells, W. Sethares, K. Rohe.

This \$2m+ funded research project investigates the communication landscape of Wisconsin and the role that it may have had in influencing the political ecology of the state. [Conference 1.](#) [Conference 2.](#)

Project Assistant, “[Project DATA: Digital Ad Tracking and Analysis](#)” autumn 2015 - autumn 2016. PI: Young Mie Kim

Project DATA is an investigation of the practice of microtargeting by political parties. 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 develop the survey questionnaire, worked with programmers to develop the browser extension which collected the data. I developed the codebook for the ad categorisation and undertook extensive data analysis.

ACADEMIC SERVICE

- Member of [Scholars Strategy Network](#)
- Guest Editor, *Journalism Practice*, special issue (forthcoming)
- Completed the *Journalism & Mass Communication Quarterly* trainee reviewer program.
- Reviewer for *International Journal of Press/Politics*, *Journalism & Mass Communication Quarterly*, *Politics and Religion*, *Journalism Studies* and *International Journal of Politics, Culture and Society*
- 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, 2019, 2021
- Conference Chair - Crossroads Communication Conference 2018, Communications chair 2016, 2017
Crossroads is a multi-disciplinary student conference that doubles as a graduate student recruiting event.

NON-ACADEMIC PROFESSIONAL EXPERIENCE

Welsh Government

Corporate Responsibility Adviser, 02/2010 – 06/2011. Led a team of six implementing environmentally sound business practices in the Welsh Government – an organisation 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 organisation.

Wales Tourist Board – Senior Research Analyst, 2002 – 2007.

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

Neath 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

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

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Professor Dhavan Shah (Dissertation Committee Member), Maier-Bascom Professor, School of Journalism and Mass Communication, UW-Madison.

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+1-608-262-0388

Professor Stephen Cushion (Post-doctoral supervisor), Professor, School of Journalism, Media and Culture, Cardiff University.

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