

Ceri Hughes PhD

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CURRENT POSITIONS

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

Lecturer – CAPA. Teaching courses in Ethics in the Media, and Strategic Communication and Social Media

Visiting Lecturer – Brunel University. Guest lecturing on BA module Journalism, International Politics and Social Issues, autumn 2019. Teaching MA Research Methods, spring 2020.

Visiting Lecturer – Middlesex University. Dissertation supervision for BA journalism students.

EDUCATION

PhD Journalism and Mass Communication, 2019

University of Wisconsin-Madison, USA

Louise Elizabeth George Scholarship Fund Fellowship recipient

Political communication scholar studying the democratic implications of communication acts by political actors. This work is undertaken within three current work strands. Firstly, communication by and about minor political parties. Secondly, the use of religious rhetoric within political speech. Thirdly, contentious politics and communication and its influence on civic life. 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, 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 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

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. 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)

PEER-REVIEWED CONFERENCE PRESENTATIONS

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. Association for Education in Journalism and Mass Communication (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.

SELECT MANUSCRIPTS IN PREPARATION

Hughes, C. Thou art in a deal: the evolution of religious language in the public communications of Donald Trump. Conditional Accept – *International Journal of Communication*

Wells, C., Friedland, L., **Hughes, C.**, Shah, D, Suk, J. & Wagner, M. News media use, talk networks and 'populist' attitudes across geographic location: The case of Wisconsin. Revise and Resubmit – *International Journal of Press/Politics*

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

Hughes, C. When Pat met Donald. A lot. Christian Broadcasting Network and Donald Trump. (data analysis – content analysis)

Foley, J., **Hughes, C.**, Wagner, M., Friedland, L., Suk, J. & Shah, D. Free and Fair? The differential experiences of administrative burdens, voting barriers and voting policies in American midterm elections. Preparing for submission.

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. Preparing for submission.

PUBLIC OUTREACH

Wisconsin is scheduled to vote today. How will the pandemic affect turnout? *Washington Post Monkey Cage*, 2020. [Link](#).

What Makes Wisconsin Swing? *Vox*, 2019. [Link](#).

UW-Madison Communication and Civic Renewal team want nonpartisan redistricting and a voice for political minorities. *Capital Times*, 2019. [Link](#).

Why the Green Party's whistleblowing manifesto was so important, and what we should learn from it. *Screen Shot*, 2019. [Link](#).

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

CAPA – The Global Education Network, Lecturer, autumn 2019 - Ethics in the Media; spring 2020 - Ethics in the Media and Social Media & Strategic Communication. Syllabi and sample slides available at: <https://cerihughes.com/samples>

Brunel University, autumn 2019 – visiting lecturer on International Politics and Social Change. Spring 2020 – visiting lecturer on MA Research Methods. Sample slides available at: <https://cerihughes.com/samples>

Middlesex University, autumn 2019 – visiting lecturer, BA Journalism student dissertation supervision.

UW-Madison, Teaching Assistant, J202: Mass Communication Practices, autumn 2014, spring/autumn 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, utilising Alternative Story Forms (ASFs), product development and marketing.

UW-Madison, 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 master's 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 to date are available at cerihughes.com/evaluations

RESEARCH POSITIONS

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.

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 \$1m Knight Foundation grant, \$411,000 UW 2020 grant and over \$250,000 in other 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” autumn 2015 - autumn 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 categorisation and undertook extensive data analysis.

ACADEMIC SERVICE

- Completed the *Journalism & Mass Communication Quarterly* trainee reviewer program
- 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
- 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 Chair - Crossroads Communication Conference 2016, 2017

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

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

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

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