

# Ceri Hughes PhD

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## CURRENT POSITIONS

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Research Associate. Cardiff University, School of Journalism, Media and Cultural Studies.  
Post-doctoral position on an AHRC funded study on dis/misinformation.

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

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

## EDUCATION

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### **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 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, 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

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Foley, J., **Hughes, C.**, Wagner, M., Friedland, L., Suk, J. & Shah, D. (forthcoming) Free and Fair? The differential experiences of administrative burdens, voting barriers and voting policies in American midterm elections. *International Journal of Public Opinion Research*.

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**

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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, 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. AEJMC 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. 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.<sup>†</sup>, 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**

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Center for Communication and Civic Renewal – Book to be published by Cambridge University Press, Spring 2021.

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.

**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 analysis – content analysis)

Center for Communication and Civic Renewal – When the Desert Matters: Contextual Differences in Local News Environment and Polarized Perceptions of Local Economy. Preparing for submission.

Cardiff University Misinformation Study - Trumping professionalism? Why the political context polices the BBC's impartiality during the UK and US elections. Data Analysis

## **PUBLIC OUTREACH AND CITATIONS**

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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**

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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 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**

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Cardiff University, spring 2021 – guest lecturer on BA module, The Making and Shaping of News

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 – guest lecturer on BA module, International Politics and Social Change. Spring 2020 – lecturer on MA Research Methods. Sample slides available at: <https://cerihughes.com/samples>

Middlesex University, 2019/21 – visiting lecturer, BA Journalism 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 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](https://cerihughes.com/evaluations)

## RESEARCH POSITIONS

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Research Associate, Cardiff University. May 2020 to December 2020 - worked on a report for the BBC on journalists use of social media, and 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.

January 2021 to present, post-doc position - "Countering Disinformation. Enhancing journalistic legitimacy in public service media,"

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. 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. 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 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

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- Member of Scholars Strategy Network
- Completed the *Journalism & Mass Communication Quarterly* trainee reviewer program
- Reviewer for *Journalism & Mass Communication Quarterly*, *Politics and Religion* 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
- 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.

## 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 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

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

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