**CURRENT POSITIONS**

Lecturer, Swansea University. Department of Media and Communication.

**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)

**Postgraduate Certificate in Higher Education, 2025**

Swansea University, UK

**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**

Morani, M., **Hughes, C.**, Cushion, S. & Kyriakidou, M. (2024). Why media platforms police the boundaries of impartiality: A comparative analysis of television news and fact-checking in the UK. *Journalism.* <https://doi.org/10.1177/14648849241273599>

**Hughes, C.**, Gyimah, DD. & Jiménez-Martínez, C. (2023) Introduction: The Future of Journalism in a (Post?) Covid-19 World. *Journalism Practice.* <https://doi.org/10.1080/17512786.2023.2253204>

**Hughes, C.**, Morani, M., Cushion, S. & Kyriakidou, M. (2023). Does the political context shape how “due impartiality” is interpreted? An analysis of BBC reporting of the 2019 UK and 2020 US election campaigns. *Journalism Studies.* doi: [10.1080/1461670X.2023.2173956](https://www.tandfonline.com/doi/full/10.1080/1461670X.2023.2173956)

Kyriakidou, M., Morani, M., Cushion, S., & **Hughes, C**. (2022). Audience understandings of disinformation: navigating news media through a prism of pragmatic scepticism. *Journalism*, doi: [14648849221114244](https://journals.sagepub.com/doi/full/10.1177/14648849221114244).

Kyriakidou, M., Cushion, S., **Hughes, C.**, & Morani, M. (2022). Questioning fact-checking in the fight against disinformation: An audience perspective. *Journalism Practice*, 1-17. doi: 10.1080/17512786.2022.2097118 (Article of the year 2023-24).

**Hughes, C.** (2022) 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://rdcu.be/b4wEY)

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>

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://journals.sagepub.com/doi/full/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](http://journals.sagepub.com/doi/abs/10.1177/0267323116669454?journalCode=ejca)

**PEER-REVIEWED CONFERENCE PRESENTATIONS**

**Hughes, C.**, Noden, O & Jones, W. Questioning Question Time: How right-leaning voices dominate the discussion. Political Studies Association (PSA) conference, April 2025.

**Hughes, C.**, Jones, W. & Noden, O. (2025) Question (uneven) Time: Why an increase in female panellists does not guarantee equal participation. Political Studies Association (PSA) Media and Politics Group conference, January 2025.

**Hughes, C.** Why is it still she-said-he-said, rather than he-said-he-lied? How context shapes the interpretation of impartiality and the pursuit of objectivity. Political Studies Association (PSA) conference, March 2024.

**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.

**PUBLIC OUTREACH AND CITATIONS**

Seeking power in Jesus’ name: Trump sparks a rise of Patriot Churches. [*Washington Post.*](https://www.washingtonpost.com/religion/2020/10/26/trump-christian-nationalism-patriot-church/)

Appealing to evangelicals, Trump uses religious words and references to God at a higher rate than previous presidents. [*The Conversation*,](https://theconversation.com/appealing-to-evangelicals-trump-uses-religious-words-and-references-to-god-at-a-higher-rate-than-previous-presidents-146816) [*Salon*](https://www.salon.com/2020/10/18/trump-uses-religious-words-and-references-to-god-at-a-higher-rate-than-past-presidents_partner/)*.* InterviewsonSwedish National Television and 570 News*.*

How Suffering Farmers May Determine Trump’s Fate. [*The New Yorker*](https://www.newyorker.com/magazine/2020/08/17/how-suffering-farmers-may-determine-trumps-fate)*.*

Wisconsin is scheduled to vote today. How will the pandemic affect turnout? *Washington Post* [*Monkey Cage*](https://www.washingtonpost.com/politics/2020/04/07/wisconsin-is-scheduled-vote-today-how-will-pandemic-affect-turnout/).

Real voting equality. [*Scholars Strategy Network*](https://scholars.org/contribution/real-voting-equality)*.*

What Makes Wisconsin Swing? [*Vox*](https://www.vox.com/mischiefs-of-faction/2019/3/29/18286836/wisconsin-swing-vote-democratic-primary).

UW-Madison Communication and Civic Renewal team want nonpartisan redistricting and a voice for political minorities. [*Capital Times*](https://madison.com/ct/opinion/column/uw-madison-communication-and-civic-renewal-research-team-wisconsinites-want/article_8ea66d6a-b19f-5a55-bd2d-b8cb0cf984e4.html).

Why the Green Party’s whistleblowing manifesto was so important, and what we should learn from it. [*Screen Shot*](https://screenshot-magazine.com/politics/green-manifesto-whistleblowing/).

**GRANTS AND AWARDS**

* University of Wisconsin-Madison School of Journalism and Mass Communication. Louise Elizabeth George Doctoral Scholarship Fellow, 2018-19.
* 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
* UKRI £60,000 – CO-I. Funding to undertake surveys, an experiment and hire postgraduate project assistants.
* £3,000 – CO-I. Research internship funding used to hire two undergraduates.
* Reuters Institute for the Study of Journalism. [Comparative media research workshop](https://bit.ly/2w5RxRW), September 2018, Oxford University. $1,000 department grant awarded to attend.
* 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](https://sjmcnews.wordpress.com/2019/02/19/participants-selected-for-second-phdigital-bootcamp-cohort/) 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**

Swansea University

MS-114 Delivering and Decoding the News, Autumn 2022, Introductory course covering journalism theory and practice

MS-310 Dissertation Preparation, Autumn 2022 to present. Module preparing students to take a dissertation, covering research methodologies and dissertation construction

MS-311 Dissertation, Spring 2023 to present. Supervisor for twelve undergraduate dissertations during this period.

MS-241 Misinformation, fake news and fact-checking, Autumn 2023 to present. Designed and delivered this new module covering communication theories relating to this area and practical journalism of fact-checking.

MS-M12 Digital Journalism Portfolio, Autumn 2022. Practical focused journalism class with MA students producing a portfolio of journalistic pieces.

MSJ-M03 Comparative journalism, Spring 2024. MA theory class discussing journalism in different global contexts.

MS-M18 Innovations in Journalism. Designed and delivered this new MA module. The module examines newer forms of journalism from a theoretical perspective and includes practical work related to fact-checking.

I have supervised to date seven masters dissertations or final portfolio projects.

I am second supervisor for four current PhD students.

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](https://202.journalism.wisc.edu/), 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](https://j335wagner.journalism.wisc.edu/), 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](http://cerihughes.com/evaluations) and sample slides and syllabi are available here: [cerihughes.com/samples](https://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](https://www.counteringdisinformation.com/).” 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](https://www.cardiff.ac.uk/research/explore/find-a-project/view/1516657-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](https://mcrc.journalism.wisc.edu/2018/05/14/uw-contentious-politics-group-lands-411k-grant-to-study-communication-and-democratic-crises-in-wisconsin/),” 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](https://uwpopconf.journalism.wisc.edu/). [Conference 2](https://fractureddemocracy.journalism.wisc.edu/).

Project Assistant, “[Project DATA: Digital Ad Tracking and Analysis](http://www.eyeonelections.com.)” 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 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**

Member of [Scholars Strategy Network](https://scholars.org/scholar/ceri-hughes)

Guest Editor, *Journalism Practice,* special issue

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](http://religionandmedia.org/) – Membership Chair, 2018–2019

* Association for Education in Journalism and Mass Communication, [Political Communication Interest Group](http://aejmcpolcomm.weebly.com/) – Graduate Student Liaison Officer, 2017–2018
* Reviewer – Association for Education in Journalism and Mass Communication, [Political Communication Interest Group](http://aejmcpolcomm.weebly.com/), 2018, 2019, 2021
* Conference Chair - [Crossroads Communication Conference 2018](https://journalism.wisc.edu/graduate/crossroads-conference/), 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.