

Ruth C. Moon

Academic Appointments and Affiliations

- Louisiana State University Manship School of Mass Communication: Assistant Professor, 2019–present
- Louisiana State University Reilly Center for Media & Public Affairs: Affiliate Faculty, 2020–present
- Louisiana State University African and African American Studies Department: Affiliate Faculty, 2020–present
- University of Rwanda: Affiliated Researcher, 2017

Education

Ph.D. Communication, University of Washington, 2018. Dissertation Title: *Constructing Journalism Practice Between the Global and the Local: Lessons from the Rwandan Journalism Field.*

M.A. Communication, University of Washington, 2015.

M.A. Political Science, Southern Illinois University–Carbondale, 2011.

B.A. English Literature, Wheaton College (Ill.), 2009.

Books

1. Moon, R. (Under review at Oxford University Press). *Authoritarian Journalism: Controlling the Press in Post-Conflict Rwanda.*

Peer-Reviewed Journal Articles

2. Moon, R. (2021). When Journalists See Themselves as Villains: The Power of Negative Discourse. *Journalism & Mass Communication Quarterly*. (Online first.) [doi:10.1177/1077699020985465](https://doi.org/10.1177/1077699020985465).
3. Moon, R. (2019). Beyond Puppet Journalism: The Bridging Work of Transnational Journalists in a Local Field. *Journalism Studies*, 20(12), 1714–1731. [doi:10.1080/1461670X.2019.1638293](https://doi.org/10.1080/1461670X.2019.1638293).
4. Moon, R. (2018). Getting into Living Rooms: NGO Media Relations as Strategic Practice. *Journalism: Theory, Practice & Criticism*, 19(7), 1011–1026. [doi:10.1177/1464884917691542](https://doi.org/10.1177/1464884917691542).

5. Habel, P., Moon, R., and Fang, A. (2018). Assessing News and Information Leadership: A Computational Approach. *Information, Communication & Society*, 21(11), 1604–1619. [doi:10.1080/1369118X.2017.1346136](https://doi.org/10.1080/1369118X.2017.1346136).
6. Moon, R. (2016). A Corpus-Linguistic Analysis of News Coverage in Kenya's *Daily Nation* and *The Times* of London. *International Journal of Communication*, 10, 2381–2401.

Under Review and In Preparation

7. Moon, R. (Under review). Sorting Journalist Responses to Restrictive Media Policy Environments.
8. Moon, R. (Second revision under review). Moto-taxis, Drivers, Weather, and WhatsApp: Contextualizing New Technology in Rwandan Newsrooms.
9. Moon, R. (Manuscript in preparation). Why do Journalists Leave? Understanding the East African Journalism Diaspora.
10. Perreault, G., **Moon, R.**, Fargen Walsh, J., & Perreault, M. (Manuscript in preparation). "It's Not Hate Speech, But ...": Marginal Categories and Boundary Work in Rural Journalism.
11. **Moon, R.**, Boukouvidis, T., & Ramirez, F. (Manuscript in preparation). Covering COVID-19 in the Global South: Digital News Values in the Ugandan Journalism Field.
12. Grant, T., **Moon, R.**, and Gleason, S. (Manuscript in preparation). Asking Many, Many Sensitive Questions: A Person-Count Method for Social Desirability Bias.

Book Chapters, Working Papers, and Other Publications

13. Moon, R. (2021). Book Review: *Journalistic Role Performance: Concepts, Contexts, and Methods* by Claudia Mellado, Lea Hellmueller, and Wolfgang Donsbach. *International Journal of Communication*.
14. Moon, R. (2021). Book Review: *Aggregating the News* by Mark Coddington. *Media Industries Journal*.
15. Moon, R. (2020). Book Review: *Media Politics in China: Improvising Power Under Authoritarianism* by Maria Repnikova. *International Journal of Communication*.
16. Moon, R. (2019). Book Review: *Becoming the Story: War Correspondents Since 9/11* by Lindsay Palmer. *Digital Journalism*.

17. Moon, R. (2018). [How Do NGOs Attract News Coverage in a Digital News Landscape?](#) Guest post for Humanitarian News Research Network.
18. Moon, R. (2018). Book Review: *Journalistic Authority: Legitimizing News in the Digital Era*. *International Journal of Communication*.
19. Moon, R. (2016). [Book Review: Mapping BRICS Media](#). *International Journal of Communication*, 10, 6165–6168.
20. Barthel, M., Moon, R., and Mari, W. (2015). [Who Retweets Whom? How Digital and Legacy Journalists Interact on Twitter](#). Tow Center for Digital Journalism. Tow/Knight Report 030520151. 21 pp. New York, New York.
21. Moon, R. (2014). [Book Review: Bits and Atoms: Information and Communication Technology in Areas of Limited Statehood](#). *New Media & Society*, 16 (8), 1340–1342. doi:10.1177/1461444814546303a.

Conference Presentations

Presentations are solo authored unless otherwise noted.

Why Do Journalists Leave? Identifying and Understanding the Journalist Diaspora. (With Tim Klein, Soheil Kafiliveyjuyeh, Delwar Hosen, and Jenee Slocum.) Extended abstract accepted for presentation at the International Communication Association 2021 conference (virtual).

Africanization in contemporary journalism practice in Uganda. Accepted as part of a panel proposal for the 2020 African Studies Association meeting, originally scheduled for Boston, moved to virtual presentation and postponed to 2021.

How Do Journalists Talk About Media Policy? Exploring the Metajournalistic Discourse of the Undeserving. Paper presented at the International Communication Association's 2020 virtual conference.

Understanding Journalists' Responses to Authoritarian Media Policy Environments: Towards a Typology. Paper presented at the International Communication Association's 2020 virtual conference.

Understanding Technological Actors in Semi-Authoritarian African Newsrooms. Paper presented at University of Houston's @frica Digital Media Conference, February 2020.

"They Only Threaten You or Cut Off Your Job": How Rwandan Journalists Learn Self-Censorship. Paper presented at the Association for Education in Journalism and Mass Communication Conference. Washington, D.C., August 2018.

Technology as a Coordination Tool in Geographically Dispersed, Low-Infrastructure Newsrooms. Paper presented at the International Communication Association. Prague, Czech Republic, May 2018.

Trading Capital: Documenting and Explaining Journalists' Career Shifts in Rwanda. Paper presented at the International Communication Association. Prague, Czech Republic, May 2018.

Negotiating Business and Ethical Pressures in Rwandan Journalism. Abstract accepted for presentation at the East African Communication Association conference. Kigali, Rwanda, August 2017.

"20 Years is Just the Other Day": The Role of Genesis Narrative in Constructing Journalism Culture. Paper presented at the Association for Education in Journalism and Mass Communication conference. Chicago, IL, August 2017.

The Impact of Media Policy on Journalistic Norms. Paper presented at the second annual conference for The International Journal of Press/Politics. Oxford, U.K., September 2016.

Models and Evidence: Globalized Journalism in an Emerging Democracy. Paper presented at the International Communication Association. San Juan, Puerto Rico, May 2015.

Toward a Hybrid Press Model of African Journalism. Paper presented at the East African Communication Association. Mukono, Uganda, August 2014.

Saints and Sinners: Pros, Cons, and Tips for Interviewing Christian Elites. Round-table discussion at Christians in Political Science. Azusa, CA, May 2014.

Homophily in Online Newspaper Networks. Paper presented at the Midwest Association for Public Opinion Research. Chicago, IL, November 2012.

Asking Many, Many Sensitive Questions: "Person-Count" Method for Social Desirability Bias. (With J. Tobin Grant and Shane Gleason). Paper presented at the Midwest Association for Public Opinion Research. Chicago, IL, November 2012.

Pandering or Promoting: Do Audience Demands or Publishers' Desires Explain Whose Views Appear on Op-Ed Pages? (With Philip Habel). Paper presented at the annual meeting of the American Political Science Association. Washington D.C., September 2010.

Tracking American Evangelical Politics: Collecting Data on Evangelical Interest Groups. (With J. Tobin Grant, Daniel Bennett, and Emily Carroll.) Paper presented at the Annual Meeting of the Midwest Political Science Association. Chicago, IL, April 2010.

Invited Talks

Phi Beta Kappa Seattle chapter spring luncheon, 2019

Grants, Fellowships, & Awards

- LSU David J. Kriskovich Distinguished Professorship: recognizes a faculty member from any discipline who has made contributions to promote democracy, rule of law and human rights in developing countries. \$4000 annually: 2021–2023.
- LSU Ralph S. Izard Race and Media Studies Fund/Scripps Howard Race and Media Fund Award. \$3500: 2020.
- Fellow, Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication, 2020–2021.
- Mary P. Poindexter Professorship, Louisiana State University, 2019–2022.
- Institute for Humane Studies Hayek Travel Award, \$800: 2014 and 2018.
- Peter Clarke Research Fund award, \$5,700: 2014, 2016, and 2018.
- Best Graduate Paper in Labor Studies, Harry Bridges Center for Labor Studies, \$500: 2017. Awarded for “20 Years is Just the Other Day”: The Role of Genesis Narrative in Constructing Journalism Culture.
- University of Washington Ottenberg-Winans Fellowship, \$400: 2017.
- Guido Stempel Award, Association for Education in Journalism and Mass Communication, 2017. Awarded for “20 Years is Just the Other Day”: The Role of Genesis Narrative in Constructing Journalism Culture.
- AAUW American Dissertation Fellowship (alternate status): 2017.
- Graduate School Chester Fritz International Fellowship, \$7,200: 2016.
- National Security Education Program David L. Boren Fellowship, \$23,000: 2016.
- Harry Bridges Center for Labor Studies Graduate Student Grant, \$4,000: 2016.
- Simpson Center for the Humanities Graduate Interest Group Award, \$2,000: 2015 and 2016.
- Communication Faculty Award for Outstanding Research, \$500: 2015.
- General Research Fund award, University of Washington, \$400: 2014.
- Top Scholar award, University of Washington: 2012.
- Graduate Fellowship Award, Southern Illinois University-Carbondale (full tuition and stipend): 2010.
- President’s Award, Wheaton College (four-year merit-based academic scholarship): 2005.
- National Merit Scholar: 2005.

Journalism Awards

- Religion Newswriters Association First place, Religion Reporting Excellence — magazine news reporting, 2012; overall excellence award for religion news reporting with Christianity Today staff, 2011.
- Evangelical Press Association Second Place, Best Department — Christianity Today for “Briefing” (contributing reporter), 2012.

- South Dakota Newspaper Association Third place, Best News Series, 2012.
- United Nations Student Journalist Reported on UN NGO conference in Bonn, Germany, 2011.
- Pulitzer Center on Crisis Reporting Student Reporting Fellow, “Niger: Feeding the Forgotten,” 2010.
- Illinois College Press Association First Place, News Story, 2009; Third Place, News Story, 2009; Honorable Mention, In-Depth Reporting, 2008; Honorable Mention, Sports Photo, 2006.

Related Journalism Experience

Seattle Pacific University, *Response* magazine: Editor, 2017–2019; Interim Managing Editor, 2015.

- Managed editorial content, design, budget, and other considerations for a 60,000-circulation campus magazine published three times per year.
- Managed budget for freelance writers, designers, photographers, and publication process. Used Adobe Creative Suite software to assist with issue design and proof pages.
- Coordinated workflow between writers, copy editors, photographers, and designers. Edited and reported articles and other content for publication.
- Managed shipping process.

Christianity Today: Contributing Editor, 2014–15; Temporary News Editor, 2014; Freelance Reporter, 2008–2015.

- Contributed to Gleanings news blog by aggregating and organizing news from around the world.
- Reported news for print and online publication and produced audio slideshows for the Web.
- Acquired and edited monthly opinion feature, 2009–13. Created monthly news discussion feature for print.

World Vision: Contract Employee in President’s Office, 2013–14.

- Researched and wrote white papers on development sectors under World Vision’s purview. Provided editorial assistance, including edits and updates for book re-release.

- Representative publication: [U.S. Charitable Giving: Statistics and Trends, 2013](#).

Rapid City Journal: Staff Reporter, 2011–12.

- Pitched, reported, and occasionally photographed for military, Native American and general assignment news and features.

Current Research Projects

Race and Place in the Louisiana Journalism Field. This project examines the

effect of racial identity and “emplacement” on Louisiana journalists to better understand how those factors shape the habitus — the understanding of appropriate ways to conduct journalistic work — of individual journalists working in understudied and underserved communities. Status: Funding acquired; beginning data collection.

Who Leaves? Understanding the Motivations of Diaspora Journalists. This project seeks to understand how and why journalists leave their home countries. Some journalists want to leave their countries but cannot for one reason or another; others are able to leave but choose not to, again for a number of reasons. This study aims to describe the characteristics of the group of people at the intersection of these identities — those who not only want to leave but also do leave their home countries to relocate or expatriate for a significant period of time. Status: Seeking funding and beginning data collection.

Teaching Proficiencies — syllabi available upon request

- Graduate Writing
- Public Affairs Reporting (graduate)
- Media and the Policy Process
- Global Communication
- Media Ethics
- Visual Communication
- Effects of Mass Communication
- Introduction to Human Communication
- Introduction to Multiplatform Journalism
- Community Journalism
- Interviewing
- Introduction to Public Speaking

Department Service

- Member, LSU Manship School diversity committee (policies subcommittee).
- Faculty associate, Iowa of the Tiger student travel, 2019–2020.
- Faculty co-adviser, Society for Politics, Communication, and Law at LSU, 2019–2021.
- Staff representative, Seattle Pacific University Board of Student Media, 2018–19.

Graduate Committees

Tryfon Boukouvidis, PhD (co-chair, 2020–)

Bailey Williams, MA (chair, 2020–)

Allyce Trapp, MA (member, 2020)

Disciplinary Service

- Teaching Chair, International Communication Division of Association for Education in Journalism and Mass Communication (2020–2021).
- AEJMC reviewer: Newspaper and Online News (2020), International Communication (2019–2020), History (2019), and Mass Communication (2020) divisions and Graduate Student Interest Group (2019–2020).
- International Communication Association (ICA) reviewer: Journalism Studies division, 2019–present.
- AEJMC discussant: International Communication division, 2019.
- Research co-chair, Graduate Student Interest Group of AEJMC, 2017–18.
- Organizing committee, East African Communication Association conference, 2017.
- Journalism training volunteer, selected publications and media organizations in Rwanda, 2017.

Peer Reviews

Cambridge University Press (2021)

Public Opinion Quarterly (2018)

Languages

French (intermediate)

Kinyarwanda (beginner)

Software Proficiencies

Adobe Creative Suite (proficient)

Stata (proficient)

WordStat (proficient)

MaxQDA (proficient)

SPSS (intermediate)

Python (intermediate)

Certifications and Workshops

Communication Across the Curriculum Communication Intensive Teaching Lab, 2021.

Office of Research and Economic Development Summer Grant-Writing Institute, 2020.

Public Policy Concentration, Daniel J. Evans School of Public Affairs. 2018.

References

Available upon request.

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