

# Ruth C. Moon

## Academic Appointments & Affiliations

Louisiana State University Manship School of Mass Communication: Assistant Professor of Media & Public Affairs, 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 North Carolina Center for Information, Technology, and Public Life: Affiliate, 2022–2024

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.** (2023). *Authoritarian Journalism: Controlling the News in Post-Conflict Rwanda.* Oxford University Press: Journalism and Political Communication Unbound series.

## Peer-Reviewed Journal Articles

\* denotes student co-author.

2. Perreault, M.F., Fargen Walsh, J. \*Lincoln, L, Perreault. G. P. & **Moon, R.** (2023). “Everything else is public relations”: How rural journalists draw the boundary between journalism and public relations in rural communities. *Mass Communication & Society.*
3. **Moon, R.** (2022). Preparing to Publish: How Journalists Negotiate Content Restrictions in Semi-Authoritarian States. *International Communication Gazette.* (Online first). doi:10.1177/17480485221118501
4. Perreault, G., **Moon, R.**, Fargen Walsh, J., & Perreault, M. (2022). “It’s Not Hate but ...”: Marginal Categories and Boundary Work in Rural Journalism. *Journalism Practice.* (Online first). doi:10.1080/17512786.2022.2075782

5. **Moon, R.** (2021). Moto-taxis, Drivers, Weather, and WhatsApp: Contextualizing New Technology in Rwandan Newsrooms. *Digital Journalism*. (Online first). doi:10.1080/21670811.2021.1929365.
6. **Moon, R.** (2021). When Journalists See Themselves as Villains: The Power of Negative Discourse. *Journalism & Mass Communication Quarterly*, 98(3), 790–807. doi:10.1177/1077699020985465.
7. **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.
8. **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.
9. 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.
10. **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.

### **Book Reviews, Working Papers & Other Publications**

11. Moon, R. (2021). Book Review: *Journalistic Role Performance: Concepts, Contexts, and Methods* by Claudia Mellado, Lea Hellmueller, and Wolfgang Donsbach. *International Journal of Communication*.
12. Moon, R. (2021). Book Review: *Aggregating the News* by Mark Coddington. *Media Industries Journal*.
13. Moon, R. (2020). Book Review: *Media Politics in China: Improvising Power Under Authoritarianism* by Maria Repnikova. *International Journal of Communication*.
14. Moon, R. (2019). Book Review: *Becoming the Story: War Correspondents Since 9/11* by Lindsay Palmer. *Digital Journalism*.
15. Moon, R. (2018). How Do NGOs Attract News Coverage in a Digital News Landscape? Guest post for Humanitarian News Research Network.
16. Moon, R. (2018). Book Review: *Journalistic Authority: Legitimizing News in the Digital Era* by Matt Carlson. *International Journal of Communication*.
17. Moon, R. (2016). Book Review: *Mapping BRICS Media*. *International Journal of Communication*, 10, 6165–6168.
18. 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.

19. 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.

Illuminating the Orthodoxies of Rwandan Journalism Practice. Presented at the East African Communication Association conference, Kigali, Rwanda, 2023.

Exploring the Infrastructure of Journalism Work in the Global South. (First author, with Will Mari.) Presented at the Futures of Journalism conference, Cardiff, UK, 2023.

Covering COVID-19 in the Global South: Identifying the Range of Political Reporting Among Ugandan Journalists. Presented at the International Communication Association 2022 conference.

Media Handbooks as an Indicator of Journalism's Field Boundaries in East Africa. (Second author, with Will Mari.) Presented at the ICA 2022 conference.

COVID-19 as an Actor in the Rural Journalist's Network. (First author, with Jessica Fargen Walsh, Mimi Perreault, and Greg Perreault.) Presented at the ICA 2022 conference.

Gleaning Rural Journalists' Strategic Responses to Covering Environment and Agriculture. (Fourth author, with Jessica Fargen Walsh, Mimi Perreault, and Greg Perreault.) Presented at the ICA 2022 conference.

Africanization in Contemporary Journalism Practice in Uganda. Panel presentation for the 2020 African Studies Association meeting (virtual, 2021).

Covering COVID-19 in the Global South: Digital News Values in the Ugandan Journalism Field. (First author, with Tryfon Boukouvidis and Fanny Ramirez.) Abstract-based acceptance presented at the 2021 Association for Education in Journalism and Mass Communication Conference (virtual).

Why Do Journalists Leave? Identifying and Understanding the Journalist Diaspora. (First author, with Tim Klein, Soheil Kafiliveyjuyeh, Delwar Hosen, and Jenee Slocum.) Research in progress presented at the ICA 2021 conference (virtual).

How Do Journalists Talk About Media Policy? Exploring the Metajournalistic Discourse of the Undeserving. Paper presented at the ICA 2020 conference (virtual).

Understanding Journalists' Responses to Authoritarian Media Policy Environments: Towards a Typology. Paper presented at the ICA 2020 conference (virtual).

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 AEJMC Conference. Washington, D.C., August 2018.

Technology as a Coordination Tool in Geographically Dispersed, Low-Infrastructure Newsrooms. Paper presented at the ICA 2018 conference. Prague, Czech Republic.

Trading Capital: Documenting and Explaining Journalists' Career Shifts in Rwanda. Paper presented at the ICA 2018 conference. Prague, Czech Republic.

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

"20 Years is Just the Other Day": The Role of Genesis Narrative in Constructing Journalism Culture. Paper presented at the AEJMC 2017 conference. Chicago, IL.

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 ICA's 2015 conference. San Juan, Puerto Rico.

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 and Convened Workshops**

“Invisible Labor: Recentering the future of journalism from the Global South” — ICA 2024 post-conference proposed in collaboration with Tanja Bosch, Mathias Felipe, Summer Harlow, Lea Hellmueller, Victor Garcia Perdomo, and Moniza Waheed.

Book talk for *Authoritarian Journalism* — invited to University of Washington African Studies program, spring 2024.

“Why does the news look like that?! Journalism work around the globe” — invited talk for Colorado Mountain College Leadville’s 2023–24 speaker series, March 2024.

“Contextualizing WhatsApp as reporting infrastructure” — paper prepared for invited workshop on Hate and Disinformation on WhatsApp: Global Perspectives. Stellenbosch Institute for Advanced Studies (STIAS), Stellenbosch, South Africa, March 2023.

Phi Beta Kappa Seattle chapter spring luncheon, 2019.

### **Grants, Fellowships & Awards**

SEC Travel Grant to Texas A&M University to develop a Global South journalism research and practice initiative, \$1,100: 2023.

LSU Provost’s Fund for Innovation in Research — Council on Research Summer Stipend, \$6,000: 2023.

Finalist, 2022 *Journalism & Mass Communication Quarterly* Outstanding Article Award for “When Journalists See Themselves as Villains: The Power of Negative Discourse.”

LSU Ralph S. Izard Race and Media Studies Fund/Scripps Howard Race and Media Fund Award. \$7000: 2020, 2022.

LSU David J. Kriskovich Distinguished Professorship: recognizes one faculty member from any discipline who has made contributions to promote democracy, rule of law and human rights in developing countries. \$33,094: 2021–2024.

Fellow, Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, 2020–2021.

LSU Mary P. Poindexter Professorship, 2019–2022.

Institute for Humane Studies Hayek Travel Award, \$800: 2014 and 2018.

UW Peter Clarke Research Fund award, \$5700: 2014, 2016, and 2018.

UW 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.

UW Ottenberg-Winans Fellowship, \$400: 2017.

AEJMC Guido Stempel Award, 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.

UW Graduate School Chester Fritz International Fellowship, \$7200: 2016.

National Security Education Program David L. Boren Fellowship, \$23,000: 2016.

UW Harry Bridges Center for Labor Studies Graduate Student Grant, \$4000: 2016.

UW Simpson Center for the Humanities Graduate Interest Group Award, \$2000: 2015 and 2016.

UW Communication Faculty Award for Outstanding Research, \$500: 2015.

UW General Research Fund award, \$400: 2014.

UW Top Scholar award: 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

*Christianity Today*: Freelance Reporter, 2008–2020; Contributing Editor, 2014–2015; Temporary News Editor, 2014.

- 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.

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

- Managed editorial content, design, budget, mailing, 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 page proofs.
- Coordinated workflow between writers, copy editors, photographers, and designers.
- Edited and reported articles and other content for publication.

World Vision: Contract Employee in President’s Office, 2013–2014.

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

*Rapid City Journal*: Staff Reporter, 2011–2012.

- Pitched, reported, and photographed military, Native American, and general assignment news and feature stories.

## Teaching Proficiencies

Syllabi available upon request.

- Mass Communication Theory (graduate)
- Writing for Mass Communication (graduate)
- Public Affairs Reporting (graduate)
- International Political Communication (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 and University Service**

- Faculty adviser, LSU Fashion Magazine, 2023–2024.
- Faculty convener for Reilly Center Breaux Symposium, “The Changing Labor of Global Journalism: Relationships, Tools, and Power,” 2023.
- Graduate committee, LSU Manship School, 2022–2023.
- African Studies faculty search committee co-chair, LSU Department of African and African American Studies, 2021–2022.
- Affiliates committee member, LSU Department of African and African American Studies, 2020–2022.
- Panelist, LSU College of Humanities and Social Sciences program for incoming doctoral students from historically underrepresented backgrounds, 2021.
- Member, Manship School diversity committee (policies subcommittee), 2020–2021.
- Faculty associate, Iowa of the Tiger student travel, 2019–2020.
- Faculty adviser, LSU Society for Politics, Communication, and Law, 2019–2022.
- Staff representative, Seattle Pacific University Board of Student Media, 2018–19.

### **Graduate Committees**

Delwar Hosen, PhD (chair, 2022–ongoing)

Soheil Kafiliveyjuyeh, PhD (member, 2022–ongoing)

Tryfon Boukouvidis, PhD (co-chair with Kathleen Searles, 2020–ongoing)

Molly Brown, MA (member, 2022–2023)

Gabie DeBruler, MA (member, 2022–2023)

Aliyah Andrews, MA (member, 2022–2023)

Bailey Williams, MA (chair, 2020–2021)

Allyce Trapp, MA (member, 2020)

### **Disciplinary Service**

- Research Competition Chair, International Communication Division of AEJMC, 2023–2024.
- Co-editor, “Global Journalism” special issue for *International Journal of*



*Press/Politics*. 2023–2024.

- Markham Student Research Chair, International Communication Division of AEJMC, 2022–2023.
- Professional Freedom & Responsibility Chair, AEJMC ICD, 2021–2022.
- Teaching Chair, AEJMC ICD, 2020–2021.
- AEJMC reviewer, 2019–present: Mid-Winter Conference, International Communication, Mass Communication, Newspaper and Online News, and History divisions and Graduate Student Interest Group.
- ICA reviewer: Journalism Studies division, 2019–2021.
- Session chair: ICA, 2020–2021.
- Session discussant: AEJMC ICD, 2019–2023; AEJMC GSIG, 2021.
- Research co-chair, Graduate Student Interest Group of AEJMC, 2017–2018.
- Organizing committee, East African Communication Association conference, 2017.
- Journalism training volunteer for media organizations in Rwanda, 2017.

## **Grant Reviews**

Institute for Data, Democracy & Politics at George Washington University (2021)  
Reilly Center Community Collaborative project (2021, 2022)

## **Journal Manuscript Reviews**

American Journalism  
Online Media and Global Communication  
Digital Journalism  
Political Communication  
African Journalism Studies  
International Journal of Press/Politics  
Journalism Studies  
International Journal of Communication  
Information, Communication & Society  
Journalism & Mass Communication Quarterly  
Research and Politics  
Public Opinion Quarterly

## **Book Manuscript Reviews**

Cambridge University Press

## **Languages**

French (intermediate)  
Kinyarwanda (beginner)

## **Software Proficiencies**

Adobe Creative Suite (proficient)

WordStat (proficient)

MaxQDA (proficient)

Stata (intermediate)

SPSS (intermediate)

Python (beginner)

## **Certifications & Workshops**

Global Journalist Security Hostile Environment and First Aid Training, 2023.

Alliance Française B1.1 course, 2022.

IFALPES French language intensive, Annecy, France, 2022.

LSU Lighthouse Advocate training to support survivors of interpersonal violence, 2021.

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.