

Dr Andy Ruddock

Contact andy.ruddock@arts.monash.edu.au
Present Post Lecturer, Communications, Monash University

Education

May 1995 **PhD in Communication**, University of Massachusetts at Amherst.
Aug 1991 **MA in Communication**, Penn State University
Mar 1991 **MA in History**, Caius College, Cambridge.
June 1987 **BA (Hons.) in History**, Caius College, Cambridge.

Academic Professional Experience

Jan 2007-present **LECTURER:** Monash University.
Jan 2007-Feb 2008 **VISITING PROFESSOR:** Seoul National University
Sept 1996 – Dec 2006 **LECTURER/ SENIOR LECTURER:** Liverpool John Moores University, England.
Courses in: Media History, Introduction to Cultural Studies, Media Texts, Media Audiences, Culture and Identity, Postmodernism, Local and Global Media, Ethnography and Media, Political Communication, Social Relevance of Mass Advertising.
Media,
June 1995 – Aug 1996 **LECTURER:** Massey University, New Zealand.
Courses in: Television Studies, Cultural Studies, Graduate Research Seminar, MA Thesis supervision.

Administrative Experience

Jan 2008- **POSTGRADUATE CO-ORDINATOR, COMMUNICATIONS & MEDIA STUDIES, Monash University**
September 2004-Jan 2007 **RESEARCH CO-ORDINATOR, SCHOOL OF MEDIA AND CREATIVE ARTS**
Responsible for School/Faculty liaison; postgraduate supervision; RAE preparation.
June 2003-2006 **CHAIR, UoA65/6 RESEARCH COMMITTEE**
Responsible for co-ordinating allocation of RAE capability funds in areas of Media And Cultural Studies, Screen Studies, Journalism studies and Media Professional Studies. Responsible for liaising with HEFCE.
September 2002- **EXAMS OFFICER & CHAIR, MEDIA AND CULTURAL STUDIES MODULAR ASSESSMENT BOARD, LJMU**
Supervision of all matters relating to student assessment and collation of marks.
January 2001-2003 **LINK TUTOR, DUBLIN BUSINESS SCHOOL BA (HONS) MEDIA AND MARKETING**
Drafting module proforma and programme specifications for JMU accredited degree. Aiding in staff recruitment (writing job specs, interviewing). Supervising design & delivery of media modules.

Scholarly Activity

External Funding

July 2007	Youth drinking in rural Victoria. Victoria Department of Education \$10,000
September 2006	Student drinking: Alcohol and the symbolic environment of Liverpool's undergraduates. <i>CitySafe</i> £9082
March 2006	Anti-social behaviour: What does it mean to Liverpool residents? <i>CitySafe</i> £2053
March 2006	Student drinking: Alcohol and the symbolic environment of Liverpool's undergraduates. <i>CitySafe</i> £1600
February 2006	What do Liverpool's Drinkers Care About? Alcohol-awareness campaign evaluation commissioned by <i>CitySafe</i> . £2053

Books

(Contracted 2010)	Ruddock, A & Holmes, D. <i>Youth Media</i> . London & Thousand Oaks, CA: Sage
2007	Ruddock, A. <i>Investigating Audiences</i> . London: Sage.
2001	Ruddock, A. <i>Understanding Audiences: Theories and Methods</i> . London: Sage

Refereed Journal Articles

Forthcoming	Ruddock, A. What's wrong with national identity? A view from youth media studies. <i>Journal of AMRC: Asia Communication & Media studies</i>
2009	Hutchins, B., Rowe, D. & Ruddock, A. 'It's Fantasy Football Made Real': Networked Media Sport, the Internet, and the Hybrid Reality of MyFootballClub <i>Sociology of Sport Journal</i> , 26 (1): 89-106
2008	Ruddock, A. Media Studies on Fire: Audiences, Reception and the experience of Anti-Social Behavior. <i>Popular Communication: The International Journal of Media and Cultural Studies</i> , 6 (4): 248-261
2008	Ruddock, A. Media Studies 2.0? Binge drinking and why audiences still matter. <i>Sociology Compass</i> , 2 (1): 1-15
2007	Ruddock, A. Get a real job: Authenticity and the performance, reception and study of celebrity. <i>Particip@tions: International Journal of Audience Research</i> , 4 (2). http://www.participations.org/Volume%204/Issue%2014_01_ruddock.htm
2006	Ruddock, A. Invisible Centers: Boris Johnson, authenticity, cultural citizenship and a centrifugal model of media power. <i>Social Semiotics</i> , 16. 263-282
2005	Ruddock, A. Let's kick Racism out of football-and the lefties too! Responses to Lee Bowyer on a West Ham web site. <i>Journal of Sport and Social Issues</i> , 29. 369-385.
1999	Ruddock, A. Empirical or empiricist? <i>Diegesis</i> , 5. 2-5.
1998	Ruddock, A. Active Netizens: Television, Realism and the <u>ER</u> Website. <i>Diegesis</i> , 2. 47-54.
1998	Ruddock, A. Doing it by Numbers. <i>Critical Arts</i> , 12. 115-137.
1998	Ruddock, A. Scientific Criticism? A Critical Approach to Resistive Audiences. <i>New Jersey Journal of Communication</i> , 6. 59-80.
1998	Ruddock, A. "Bean Counting" Revisited: Postmodernism and Empiricism. <i>The New Zealand Journal of Media Studies</i> , 2. 32-37
1997	Ruddock, A. Seems Like Old Times: US Foreign Policy, Media Audiences and the Limits of Resistance. <i>Journal of International Communication</i> , 3. 94-113.
1997	Ruddock, A. It Just Doesn't Matter: The Simpsons and Resistive Audiences. <i>Metro Education</i> , 11. 16-21.
1995	Ruddock, A. Critical Crunching: Cultivation Analysis and Critical Theory. <i>CommOddities</i> , 2. 22-27.

Book Chapters

- Forthcoming Ruddock, A. "I'd rather be a cat than a poodle": What do celebrity politicians tell us about political communication? In L. Baruh (ed), *Reel Politics*. Cambridge, UK: Cambridge Scholars Publishing.
- 2009 Ruddock, A. It's the stories you tell: alcohol, violence & celebrity in Liverpool. In P. Twohig & V. Kalitzkus (Eds.), *The Tapestry of Health, Illness and Disease*. Amsterdam, New York: Rudopi: 137-162.
- 2008 Ruddock, A. Invisible Centers: Boris Johnson, authenticity, cultural citizenship and a centrifugal model of media power. In K Wahl-Jorgensen (Ed). *Mediated Citizenship*. London: Routledge: 59-78.
- 2007 Lewis, J., Morgan, M. & Ruddock, A. Images/Issues?Impact:The Media and Campaign '92. In R. Negrine & J. Stanyer (Eds.), *The Political Communication Reader*. London: Routledge.
- 2002 Ruddock, A. Uses and Gratifications research. In T. Miller (Ed). *Television Studies*. London: BFI
- 1998 Ruddock, A. Real Pleasures: ER and its Internet Audience. In Moody, N & Hallam, J (eds.) *Medical Fictions*. Liverpool: Eaton Press Ltd.
- 1996 Ruddock, A. Unarmed and Dangerous: The British Press Meet Hegemony. In Morgan, M. and Leggett, S. (eds.) *Mainstreams and Margins: Cultural Politics in the Nineties*. Westport, CT: Greenwood Press.

Conference Proceedings

- (2008) Ruddock, A. What's wrong with national identity? A view from youth media studies. *Proceedings of the 2008 Asia Communication Forum, CUC, Beijing*. 231-243.
- (Forthcoming). Ruddock, A. We're glad it's all over: binge drinking cultures. *Proceedings of the 9th World Congress of the International Association for Semiotic Studies - Helsinki/Imatra*
- (Forthcoming) Ruddock, A. Innocent bystanders: reading drinking and violence in Liverpool. In T. Harfield & D. Berry (Eds.), *Making Sense of Health, Illness & Disease*. Oxford: Inter Disciplinary Press.

Commissioned Research Reports

- 2007 Ruddock, A. *Young people, alcohol & advertising in rural Victoria*. Victorian Department of Education. 60pp
- 2007 Ruddock, A. *Exploring the symbolic world of student drinkers*. Alcohol risk reduction research commissioned by Liverpool City Council. 74pp
- 2006 Ruddock, A. *Communicating about Anti-Social Behaviour*. Liverpool City Council Anti-Social Behaviour Unit. 61pp
- 2006 Ruddock, A. *What do Liverpool's Drinkers Care About?* Alcohol-awareness campaign evaluation commissioned by Liverpool City Council. 33pp
- 1992 Lewis, J., Morgan, M. & Ruddock, A. *Images/Issues?Impact:The Media and Campaign '92*. Amherst, MA: Centre for the Study of Communication.

Reviews

- 2008 Ruddock, A. Review of *Empowerment Through Media Education: An Intercultural Dialogue* by Ulla Carlsson et. al (Eds.). *Global Media Journal (Mediterranean Edition)*, 3 (2). 37-8.
- 2008 Ruddock, A. Review of *Creative Explorations: New Approaches to identities and audiences* by David Gauntlett. *Media International Australia inc. Culture & Policy*, 127.
- 2008 Ruddock, A. Review of *Regulation, Awareness, Empowerment: Young People and Harmful Media Content in the Digital Age* by Ulla Carlsson (ed.). *Global Media Journal (Mediterranean Edition)*, 3 (1): 60-1
1998. Ruddock, A. Review of *Audiences: A Sociological Theory of Performance and Imagination* By Nicholas Abercrombie and Brian Longhurst. *Journal of Communication*, 48 (4).

Keynote Speaker/Media Appearances/Invited Lectures

- 2008, November 18 Ruddock, A, Youth and Global Media Studies. Communication University of China, Beijing.
- 2006, October 3rd Ruddock, A. New Audience Research and Public Health. University of Sunderland Centre for Research in Media & Cultural Studies Research Seminar Series.
- 2005, December 13th. Ruddock, A. Authenticity and Leadership. Keynote address. BT E-Government Vital Vision. BT Tower, London.
- 2005, October 14th. Ruddock, A. Guest speaker, "Authenticity and Performance". Thinking Allowed. BBC Radio 4. Laurie Taylor presenter, Natasha Maw producer.

Conferences Convened

- 2008, August 11-13 International and Intercultural Communications in the Age of Digital Media Monash University, Melbourne, Australia (Chief Convenor).

Conference Papers

- 2009, September 3rd Ruddock, A. Old Whines in New Bottles? Media and influence in youth drinking cultures. *Transforming Audiences 2*. University of Westminster, London.
- 2009, May 21 Ruddock, A. A History of Violence: Cultivation Analysis and Fan Studies. Affective Audiences: Analyzing Media Users, Consumers, and Fans. 59th Annual Conference of the International Communication Association. Chicago.
- 2008, November 16 Ruddock, A. What's wrong with national identity? A view from youth media studies. Asia Communication Forum, 2008. Chinese University of Communication, Beijing.
- 2008, July 31 Ruddock, A. "I've spent a lot of money on birds, booze and fast cars. The rest I just squandered". Public reactions to the death of George Best. 11th Conference of the International Society for the Study of European Ideas. University of Helsinki.
- 2008, July 22 Ruddock, A & Nicholls, J. Media and Public Health. IAMCR, Stockholm.
- 2007, July 5 Ruddock, A. The end of audiences? ANZCA Annual Conference. University of Melbourne.
- 2007, June 12 Ruddock, A. We're glad it's all over: binge drinking cultures. 9th World Congress of the International Association for Semiotic Studies - Helsinki/Imatra
- 2007, May 26 Ruddock, A. Get a real job: Authenticity on the performance, reception and study of celebrity. 57th Annual Conference of the International Communication Association. San Francisco.
- 2007, February 11-9 Ruddock, A. Media Studies on Fire. Interdisciplinary.Net: Childhood and Creative Engagements. Castlereagh Hotel, Sydney.
- 2006, November 17-18 Drake, P., Higgins, M. & Ruddock, A. Framing Cameron: the cultural politics of political celebrity. Political Studies Association Media & Politics Group Annual Conference, University of Sunderland.
- 2006, July 14 Ruddock, A. Innocent bystanders. Making Sense Of Health, Illness and Disease Mansfield College, Oxford
- 2006, April 4. Ruddock, A & Higgins, M (with Drake, P). Framing politics: politicians and the resources of celebrity. Political Studies Association Annual Conference. University of Reading.
- 2006, January 14th. Ruddock, A. Does Boris Johnson have fans? MECCSA Annual Conference. Leeds Metropolitan University
- 2005, September 14. Ruddock, A. Non-Communication in political scandals. Celebrity and Cultural Politics. University of Paisley, Ayr Campus.
- 2005 January 6th. Ruddock, A. "Let's kick racism out of football; and the lefties too!" Racism and fan performances on a West Ham website. MECCSA Annual Conference. University of Lincoln.
- 1999, 13th September. Ruddock, A. Passive or Uninvested? Methodological and conceptual Alternatives in the study of News Media Audiences. Researching Culture, University of North London.
- 1997, 22nd November. Ruddock, A. Real Pleasures: ER and its Internet Audience. Association for Research into Popular Culture, LJMU, Liverpool, England.
- 1995, 11th December. Ruddock, A. Television, Audiences and US Foreign Policy, 1982-1990. Cultural Studies Association of Australia, Charles Sturt University, Bathurst, NSW.
- 1994, 17 April. Ruddock, A. Critical Crunching: Cultivation Analysis and Critical Theory. Eastern Communication Association Annual Conference, Washington D.C

1992, 15 April.

Ruddock, A. The British Press and Northern Ireland: A Cultural Analysis of the Gibraltar Incident. Presented at: "Mainstreams and Margins: Cultural politics in the Nineties", University of Massachusetts.

Journal Duties

I am on the editorial boards of:

Communication Theory

<http://www.blackwellpublishing.com/editors.asp?ref=1050-3293&site=1>

Participations: Journal Of Audience And Reception Studies

http://www.participations.org/editorial_board.htm

Sociology Compass

http://www.blackwell-compass.com/subject/sociology/editorial_board

I have also reviewed articles for *Popular Communication: The International Journal of Media and Cultural Studies* and *Continuum: Journal of Media and Cultural Studies*.

