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Scholar and Consultant

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Kuypers is the author, editor, or co-author of 14 books, including *Purpose, Practice, and Pedagogy in Rhetorical Criticism* (winner of the Everett Lee Hunt Award for Outstanding Scholarship) and *Partisan Journalism: A History of Media Bias in the United States* (a Choice Outstanding Academic Title for 2014) and over 40 book chapters and journal articles. He is a former co-editor for the *American Communication Journal*. He is the recipient of the American Communication Association's "Outstanding Contribution to Communication Scholarship Award" and the Southern States Communication Association's "Early Career Research Award." He was on the faculty of Dartmouth College for ten years where he won Dartmouth College's "Distinguished Lecturer Award." His research efforts are devoted primarily to exploring and understanding how professional politicians and citizens publicly address pressing social and cultural issues as these issues are relayed through the mediating lenses of the press.

Kuypers is a pioneer in the area of rhetorical framing analysis. This work has led to important discoveries concerning how original messages of political actors — professionals and citizens alike — are re-framed by the press before being transmitted to the general public. In particular, Kuypers's methodology allows researchers to investigate how the news media act to shape public awareness, understanding, and evaluations of issues and events in a particular direction. The framing approach Kuypers has advanced has led to important discoveries that shed light on how framing research from a social scientific point of view and framing research from a rhetorical point of view often yield dramatically different results.

In addition to his work on framing, Kuypers is actively involved in exploring how public advocacy works in the digital age. Such work has resulted in offering courses such as Public Advocacy and Digital Advocacy Campaigns. Additional information:

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“He knew nothing yet well enough to see it; you cannot see things till you know roughly what they are.” *Out of the Silent Planet*, CS Lewis