



Marco Ehrl



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• www.marcoehrl.com
• www.linkedin.com

Curriculum Vita (01/16/2026)

Education

- 2018** **Ph.D. | Communication | Texas A&M University**
Advisor: Dr. Nathan Crick
Committee: Dr. Randy Kluver, Dr. Timothy Coombs, Dr. Gabriela Thornton
Dissertation: [The Rhetorical Crisis of the Fall of the Berlin Wall: Forgotten Narratives and Political Directions](#)
- 2014** **M.A. | Communication | Central Michigan University**
Advisor: Dr. Edward Hinck
Thesis: [Arguing about Privacy and National Security: US and Germany Negotiate Rules for Strategic Maneuvering in light of the NSA Spying Scandal](#)
- 2012** **M.A. | Communication & American Studies | University of Duisburg Essen, Germany**
Advisor: Prof. Dr. Jens Loenhoff
Thesis: The What is the True Nature of Facial Expressions? A Critical Evaluation of Paul Ekman's Universalist Approach

Positions

- 2024 – Present** Professional MAXQDA Trainer | [Trainer Profile](#)
- 2023 – Present** Associate Professor | Department of Communication Studies | Kutztown University
- 2022 – 2025** Social Media Manager for The World Affairs Council of Greater Reading
- 2018 – 2023** Assistant Professor | Department of Communication Studies | Kutztown University



Awards/Honors/Grants

2025	Top Paper Panel Political Communication Interest Group Central States Communication Association Annual Convention, Cincinnati, OH
2024	Community of Practice The Role of AI in Higher Education Professional Development Grant Kutztown University \$1000
2024	Professional Development Grant Kutztown University \$500
2023	Impact Leader Award The National Society of Leadership and Success NSLS
2022	Professional Development Grant Kutztown University \$1000
2018	Professional Development Grant Texas A&M University \$500
2017	Top Student Paper Award Public Relations Division National Communication Association 103 rd Annual Convention, Dallas, TX \$100
2017	Travel Grant Texas A&M University \$500
2016	Tiffany Hunnicutt Outstanding Teacher Award Texas A&M University \$500
2016	Travel Grant Texas A&M University \$500
2015	Outstanding Thesis Award Central Michigan University
2012	Travel Grant Central Michigan University \$100
2009	Outstanding Research Paper Award Central Michigan University
2008 – 2009	Scholarship to Central Michigan University by the Federation of German-American Clubs
2008	Connex Consulting Excellence Award University of Duisburg-Essen €1500 <u>“Improvement of media-supported Internal Communication at InHolland University Diemen”</u>

Research

Publications:

- Ehrl, M. (2023). [Understanding Russia’s Disinformation Narratives about Ukraine: A Ratio-Oriented Approach to Strategic Crisis Narratives](#). *ESSACHESS - Journal for Communication Studies*, 16, 1(31), 135-161.
- Hinck, R. & Ehrl, M. (2022). [Internationalizing Afghan security? Strategic narratives and transnational public sphere \(dis\)formation in Chinese, Russian, Afghani, and US media](#). *Communication and the Public*, 7(2), 97-117.
- Ehrl, M., & Hinck, R. (2021). [Solving Egypt’s Economic Crisis: The Strategic Role of Chinese, Russian, and Egyptian Media Narratives](#). *International Journal of Strategic Communication*, 15(5), 504-525.
- Hinck, R., Ehrl, M., Stefanism, W., Kitsch, S., Cooley, A., & Cooley, S. (2020). [Media Reporting on Egypt’s Economy and Bailout Narratives: The Role of Egyptian, Chinese, and Russian Media Narratives in Solving Egypt’s Economic Crisis](#). Prepared for the Pentagon’s Strategic Multilayer Assessment (SMA): *Strategic Implications of Population Dynamics in the Central Region*.



Goidel, K., Gaddie, K., & Ehrl, M. (2017). [Watching the News and Support for Democracy: Why Media Systems Matter](#). *Social Science Quarterly*, 98(3), 836-855.

Manuscripts Under Review or in Preparation:

- Hinck, R., Ehrl, M., & Kitsch, S. (2025). European Crisis Communication in the Rhetorical Arena: Post-Covid Summitry of EU-China Relations in 2022-2023 [Manuscript under review with the *International Journal of Strategic Communication*]
- Ehrl, M. & Tachkova, E. (2026). Crisis Contagion and Geopolitics: Mediated Risk Factors during the 2025-26 China-Japan Boycotts [Manuscript in Preparation]

Invited Research Talks & Guest Lectures:

- Ehrl, M. (Dec. 13, 2025). "Analyzing Strategic Communication with MAXQDA". Workshop. The Agency, Kutztown, PA.
- Ehrl, M. (Sep. 23, 2025). "Preparing the Next Generation of Crisis Communicators: New Challenges and Opportunities". Invited Presentation. PRSSA Meeting, Kutztown, PA.
- Ehrl, M., & Özlü (May 12-16, 2025). ["Crisis & Risk Communication: Essential Skills for Disaster Nurses"](#). Invited Presentation. *International Week Conference*, Hochschule Bielefeld, Germany.
- Ehrl, M. (April 4, 2025). ["Essential MAXQDA Workflows: Organizing, Analyzing, and Visualizing Your Data"](#). Invited Workshop at *Code^Shift Lab at Newhouse School of Public Communications at Syracuse University*, Syracuse, NY.
- Ehrl, M. (March 18, 2025). "Analyzing Crisis Communication with MAXQDA: A Content Analysis Approach". Spotlight Session *MAXDAYS Conference*, Berlin, Germany.
- Ehrl, M., (Feb, 2025). "Crisis Communication and Strategic Narratives: Lessons from EU-China Diplomacy and Russian Disinformation". Guest Lecture, Bush School, TX, *Seminar on Nationalism, Immigration, and Terrorism in the European Union*.
- Ehrl, M. (May 13-17, 2024). ["Crisis Communication & Management | COVID-19"](#). Invited Presentation. *International Week Conference*, Hochschule Bielefeld, Germany.
- Ehrl, M. (April 27, 2024). "The Role of Strategic Narratives in International Crises & Issues". Keynote Address. *Model United Nations Conference (MUNC)*, Kutztown University.
- Ehrl, M. (Nov 29, 2023). ["Analyzing Strategic Narratives with MAXQDA"](#). Research Session. MAXQDA, Berlin, Germany.
- Ehrl, M. (June 14, 2023). ["New Crisis Narrative for Europe: Redefining Political Motives via Russian Disinformation about Ukraine"](#). Luncheon Event for the *World Affairs Council of Greater Reading (WAC)*, Wyomissing, PA.
- Ehrl, M. (May 2, 2023). "Building Resilience through Routines". Keynote Address. *National Society of Leadership and Success (NSLS)*, Kutztown University.
- Ehrl, M. (Mar. 2, 2023). "Political Crisis Communication via Anti-Fake News Initiatives: The Role of EUvsDisinfo for narrating Russia's war in Ukraine". *Faculty First Presentation*, Kutztown University.



- Ehrl, M. (Nov. 4, 2022). [“Constructive Crisis Communication: The role of Media Narratives for managing International Conflict”](#). *11th Annual Conference on the Global Environment*, Kutztown University.
- Ehrl, M. (Apr. 21, 2022). “Nationale und Internationale Krisen erzählen: Die politische Macht strategischer Mediennarrativen”. *Kolloquiumsvortrag*, Universität Duisburg-Essen, Germany, Institut für Kommunikationswissenschaft.
- Ehrl, M. (Apr. 7, 2022). “Narrating Domestic and International Crises: The Political Power of Strategic Media Narratives”. *Faculty First Presentation*, Kutztown University.
- Ehrl, M. (Feb. 4, 2022). “Germany’s Foreign Policy Identity: Between International Expectations and Domestic Realities”. Guest Lecture, Air University, Maxwell, AL, *USAF’s Air Command and Staff College’s International Security II Seminar*.
- Hinck, R. S., Ehrl, M., Aviles, W., & Polansky, S. (Mar. 31, 2020). [“Egyptian, Chinese, and Russian Media Perceptions of Egypt’s Economic Crisis, Bailout Partners, and Great Power Competition”](#) from December 2014-December 2019. SMA Speaker Series on Assessment of Strategic Implications of Population Dynamics in the Central Region.

Conference Presentations

- Hinck, R., Ehrl, M., & Kitsch, S. (2025). *European Crisis Communication in the Rhetorical Arena: Post-Covid Summitry of EU-China Relations in 2022-2023*. Paper presented at the Central States Comm. Association in Cincinnati, OH, April 1-6. **(Top Paper Panel, Political Communication Interest Group)**
- Ehrl, M. (2022). *Anti-Fake News Initiatives in the Age of Social Media: Assessing the Role of EUvsDisInfo for building Strategic Democracy Narratives*. [Panel Presentation] presented at the National Communication Association in New Orleans, LA, November 17-20
- Ehrl, M. (2022). *Discursive Boundaries: Framing Germany’s New Foreign Policy Crisis*. Paper presented at the Rhetorical Society of America Conference in Baltimore, MD, May 26-29
- Ehrl, M. (2021). *Germany’s New Foreign Policy Crisis with China: Negotiating Ontological Security Concerns via Rhetorical Containment*. Paper presented at the National Communication Association in Seattle, WA, Nov. 18-21.
- Ehrl, M., Hinck, R., & Cooley, S. (2021). *Transnational Public Spheres via Strategic Policy Narratives: Afghanistan’s Political Role in Chinese, Russian, and Iranian Media Discourses*. Paper presented at the International Association for Media and Communication Research in Nairobi, Kenya, July 11-15.
- Ehrl, M. (2020). *Steve Bannon’s Populist Revolution in Europe: The Rise and Fall of a Foreigner among Right-Wingers*. Paper accepted at the Rhetorical Society of America Conference in Portland, OR, May 21-24 (canceled due to Covid-19)
- Ehrl, M. (2020). *Narratives of Reunification: Rhetorical Lessons from East German’s Opposition Movement for Korean Unification*. Paper accepted at the Rhetorical Society of America Conference in Portland, OR, May 21-24 (canceled due to Covid-19).
- Ehrl, M. (2019). *Equipment for Political Living: Toward a Model for Political Crisis Narratives*. Paper presented at the National Communication Association in Baltimore, MD, November 14-17



- Ehrl, M.** (2018). *Crisis as the Engine of European Integration: Bringing together Habermas' ideas about European Unification and Castells' insights about the Network-State*. Paper presented at the International Association for Media and Communication Research Conference in Eugene, OR June 20 – 24.
- Ehrl, M.** (2018). *The Hidden Frames of 1989: Recovering the Berlin Wall's Language of Political Action*. Paper presented at the Rhetorical Society of America Conference in Minneapolis, MN, May 31 - June 3.
- Ehrl, M.** (2017). *In Search of a Multi-Vocal Approach to Political Crisis Communication: Angela Merkel's lonely Voice within a divided Europe*. Paper presented at the National Communication Association in Dallas, TX, November 16-19 (**Top Student Paper, PR Division**).
- Ehrl, M.** (2017). *Habermas and the Role of Crisis-Induced Narratives for the Future of the European Union*. Paper presented at the Global Fusion Conference in Athens, OH, October 13-15.
- Ehrl, M.** (2017). *Toward a Bottom-Up View of EU Polity-Building: Contributions of Manuel Castells' Global Public Sphere, Civil Society, and Global Governance to a New European Narrative*. Paper presented at the Global Fusion Conference in Athens, OH, October 13-15.
- Ehrl, M.** (2016). *The Rhetorical Situation of Routine Mass Shootings: Obama's Speech on the Shooting in Oregon*. Paper presented at the National Communication Association in Philadelphia, PA, November 9-13.
- Ehrl, M.** (2016). *Student Protest . . . and then what? The Rhetorical Remains of the Cooper Union Student Protest*. Paper presented at the Rhetorical Society of America Conference in Atlanta, GA, May 27-29.
- Ehrl, M.** (2016). *Immigration and Germany's Rhetorical Identity*. Paper presented at the Rhetorical Society of America Conference in Atlanta, GA, May 27-29.
- Ehrl, M.** (2015). *Appraising Castells Ideas about Public Diplomacy: The Role of the Public for German Diplomacy*. Paper presented at the Global Fusion Conference - Texas A&M in College Station, TX, October 23-25
- Ehrl, M.** (2014). *Privacy or national security? How the U.S. and Germany are negotiating their rules for strategic maneuvering in the light of the NSA spying scandal*. Paper presented at the International Society for the Study of Argumentation (ISSA) conference in Amsterdam, Netherlands, July 1-4.

Teaching Experience

Assistant & Associate Professor | Kutztown University | 2018-Present

Study Abroad Program to Germany & Austria (Summer 2022, 2024) | [View Flyer](#)

International Communication & Media (Spring 2020, 2021, 2022, Fall 2020, 2023, 2024) | [View Flyer](#)

Global Public Relations & Public Diplomacy (Spring 2024, Fall 2025) | [View Flyer](#)

Crisis Communication in PR (Spring 2021, 2023, 2025,) | [View Flyer](#)

Political Communication (Spring 2022, 2024, Fall 2022) | [View Flyer](#)



Rhetorical Theory & Criticism (Fall 2018, 2021, 2023, Spring 2019, 2020) | [View Flyer](#)
Survey of Communication Theory (Fall 2018, 2019, 2020, 2021, Spring 2019, 2020)
Communication Research Methods (Fall 2022, 2023, 2024, 2025)
Senior Capstone (Spring 2021)
Public Speaking (Fall 2019, 2020, 2021, 2024, Spring 2020, 2021, 2025)

Faculty Leader for The Washington Center | Seminars | Washington D.C.

[Presidential Inauguration Seminar](#) (Jan. 7 - 15, 2025)
[National Security Seminar](#) (May 16 - May 24, 2023)
[Inside Washington Seminar](#) (Jan. 3 - Jan. 11, 2023)

Visiting Professor | University of Duisburg Essen | Germany | Summer 2022

Krisenkommunikation und Management (Blockseminar)

Graduate Teaching Assistant | Texas A&M University | Instructor of Record | 2014-2018

International Communication (Spring 2018, upper-level course, 60 students)
Rhetorical Criticism (Fall 2017)
Persuasion (Spring 2017, upper-level course, 60 students)
Public Speaking for the Technical Professional (Fall 2016)
Group Communication (Fall 2016)
Argumentation & Debate (Spring 2016, Fall 2015)
Public Speaking (Spring 2015, Summer 2015)

Graduate Teaching Assistant | Central Michigan University | Instructor of Record

Introduction to Communication (Fall 2012, 2023, Spring 2013, 2014)

Graduate Teaching Assistant | University of Duisburg Essen | Instructor of Record

Introduction to Cultural, Literary, and Linguistic Theory (2006 - 2008, 2009 - 2012)



Service

To Discipline

2025 – Present **Editorial Board Reviewer** for the [*Journal of Contingencies and Crisis Management*](#)

Reviewed Manuscripts:

(2025) “The War in Our Minds: Exploring the Role of Crisis Communication in Mitigating Anxiety and Media-Induced Disruption During the Israel-Hamas Conflict”

(2025) “Beyond Political and Managerial Goals: Unintended Consequences of Government Crisis Communication Strategies-Evidence from Citizen Voice Behavior”

2025 **Book Reviewer** for Thussu, D. *International Communication: Change and Continuity (4th ed)*. Bloomsbury Academic

2024 **Journal Reviewer** for [*Routledge Open Research*](#)

2023 **Book Reviewer** for Dimitrova, D. *Global Journalism: Understanding World Media Systems (2nd ed)*. Rowman & Littlefield.

2023 **Book Reviewer for Perloff, R.** *The Dynamics of Political Communication: Media and Politics in a Digital Age (4th ed.)*. Routledge.

2022 **Submission Reviewer** for the Public Rhetoric Division | RSA

2021 **Submission Reviewer** for the Political Communication Division | NCA

2021 **Submission Reviewer** for the Mediated Communication, Public Opinion, and Society Division | IAMCR

2018 **Submission Reviewer** for the Mediated Communication, Public Opinion, and Society Division | IAMCR

2016 **Submission Reviewer** for the Rhetorical and Communication Theory Division | NCA

To Department

2025 – Present **Member** | Departmental Assessment Committee

2025 – 2026 **Member** | Departmental Promotion Committee (Letter Writer)

2024 – 2025 **Member** | Departmental Search Committee

2022 – 2023 **Member** | Departmental Search Committee

2020 – 2024 **Chair** | Digital Presence Committee

2020 – 2023 **Member** | International Faculty Caucus

2019 – 2020 **Chair** | Website Redesign Committee

2019 – 2022 **Advisor** | Lambda Pi Eta

2018 – 2024 **Member** | Department Curriculum Committee

To College

2019 – 2023 **Member** | Academic Technology **Committee**



To University

2024 – 2025	Member KU's AI Task-Force
2024	Chair KU's Awareness & Strategic Communication Group for AI
2022 – 2025	Board Member KU Representative at the World Affairs Council of Greater Reading
2022 – Present	Faculty Leader Washington Center Seminars
2022 – 2025	Faculty Leader KU's Study Abroad Program Germany & the Alps

To A&M's Communication Studies Department | 2015 – 2018

2017 – 2018	Graduate Student Representative Internationalization Committee
2016 – 2017	Technical Lead & Videographer Faculty Profile YouTube Videos
2015	Technical Lead & Web Designer Department's Website

Foreign Languages

German: Native
English: Bilingual Proficiency
French: Elementary Proficiency

Professional Associations

International Association for Media and Communication Research (IAMCR)
National Communication Association (NCA)
Rhetoric Society of AMERICA (RSA)
Federation of German American Clubs (VDAC)

Professional Development

2025	Webinar Crisis Communications Planning for 2026: A Practical Approach for a Polycrisis World by Philippe Borremans
2025	Webinar Crisis Ready AI in Action by Melissa Agnes at the Crisis Ready Institute
2025	Bootcamp NYC June 12 – 13 Crisis Communications: Navigating Crisis in an Age of Political Division and Polarization
2024	Certificate Course Communicating In Risk, Crisis, and High Stress Situations: A Master Class with Dr. Vincent Covello by the Center for Crisis & Risk Communication
2023	Coursera Certificate Course Qualitative Data Analysis with MAXQDA by Emory University



- 2023** **Coursera Certificate Course** | Reputation Crisis? Facebook Meets Cambridge Analytica (2023) by Erasmus University Rotterdam
- 2021** **Certificate Course** | Crisis Communication & Management by the Institute for Crisis Management (ICM)
- 2021** **Pre-Conference** | Foreign Policy Rhetorics– Advances & Interventions | National Communication Association (NCA)
- 2020** **Certificate Course** | MAXQDA Driving School by Andre Morgenstern-Einenkel
- 2018** **Certificate** | International Communication and Public diplomacy by the Bush School and Texas A&M University
- 2017** **Short Course** | National Communication Association (NCA) | Teaching the College Course In Persuasion: Integrating Theory, Research, and Practice
- 2016** **Short Course** | National Communication Association (NCA) | Teaching Argumentation in the 21st Century: Keeping old Traditions and generating new ones
- 2015** **Short Course** | National Communication Association (NCA) | Public Dialogue and Deliberation
- 2014** **Summer School** | **June 23 – 27** | Argumentation in Context | Department of Speech Communication, Argumentation Theory, And Rhetoric | University of Amsterdam, Netherlands
- 2013** **Short Course** | National Communication Association (NCA) | Teaching Communication Theory
- 2012** **Training** | **August 24-28** | Teaching Introduction to Communication Courses | Department of Communication Studies | Central Michigan University