



Marco Ehrl



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- www.marcoehrl.com
- www.linkedin.com
- [YouTube Profile Video](#)

CURRICULUM VITA (01/05/2025)

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: 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 - PRESENT SOCIAL MEDIA MANAGER FOR THE WORLD AFFAIRS COUNCIL OF GREATER READING | [WEBSITE](#)
- 2018 - 2023 ASSISTANT PROFESSOR | DEPARTMENT OF COMMUNICATION STUDIES | KUTZTOWN UNIVERSITY
- 2014 - 2018 GRADUATE TEACHING ASSISTANT | DEPARTMENT OF COMMUNICATION | TEXAS A&M UNIVERSITY



- 2012 - 2014 GRADUATE TEACHING ASSISTANT | DEPARTMENT OF COMMUNICATION AND DRAMATIC ARTS | CENTRAL MICHIGAN UNIVERSITY
- 2006 - 2012 GRADUATE TEACHING ASSISTANT | DEPARTMENT OF ANGLOPHONE STUDIES | UNIVERSITY OF DUISBURG-ESSEN, GERMANY

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 SUPPORT AWARD | TEXAS A&M UNIVERSITY DEPARTMENT OF COMMUNICATION | \$500
- 2017 TOP STUDENT PAPER AWARD | PUBLIC RELATIONS DIVISION | NATIONAL COMMUNICATION ASSOCIATION 103RD ANNUAL CONVENTION, DALLAS, TX | \$100
- 2017 GRADUATE CONFERENCE TRAVEL GRANT | TEXAS A&M DEPARTMENT OF COMMUNICATION | \$500
- 2016 TIFFANY HUNNICUTT OUTSTANDING TEACHER AWARD | TEXAS A&M UNIVERSITY | DEPARTMENT OF COMMUNICATION | \$500
- 2016 GRADUATE CONFERENCE TRAVEL GRANT | TEXAS A&M DEPARTMENT OF COMMUNICATION | \$500
- 2015 OUTSTANDING THESIS AWARD | COLLEGE OF GRADUATE STUDIES | CENTRAL MICHIGAN UNIVERSITY
- 2012 CENTRAL MICHIGAN UNIVERSITY GRADUATE ASSISTANT CONFERENCE GRANT | \$100
- 2009 OUTSTANDING RESEARCH PAPER | CENTRAL MICHIGAN UNIVERSITY
- 2008 - 2009 SCHOLARSHIP TO CENTRAL MICHIGAN UNIVERSITY BY THE FEDERATION OF GERMAN-AMERICAN CLUBS
- 2008 CONEX CONSULTING EXCELLENCE AWARD FOR OUTSTANDING APPLICATION OF METHODS AND RESULTS | UNIVERSITY OF DUISBURG-ESSEN | € 1500
[Title: Improvement of media-supported internal communication at InHolland University Diemen, Netherlands](#)



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]
- Ehrl, M.**, & Özlü, I. (2025). Stakeholder Support and Opposition for Nurse Practitioners: Comparing Germany's and Britain's Media Arenas. [Manuscript]
- Ehrl, M.** (2025). Deutsche Welle's Public Diplomacy: Analyzing Germany's Reputational Security in the Face of Trump's Foreign Policy [Manuscript]

INVITED RESEARCH TALKS & GUEST LECTURES

- Ehrl, M.**, & Özlü (May 12-16, 2025). ["Stakeholder Support and Opposition for Nurse Practitioners in Germany's and Britain's Media Arenas"](#). Invited Presentation. *International Week*, Hochschule Bielefeld, Germany.
- Ehrl, M.** (May 13-17, 2024). ["Crisis Communication & Management | COVID-19"](#). Invited Presentation. *International Week*, 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.** (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 accepted 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). *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.** (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.** (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) | [View Flyer](#)

Crisis Communication in PR (Spring 2021, 2023, 2025, Fall 2021, 2023) | [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)

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.

[Inside Washington Seminar](#) (Jan. 3 - Jan. 11, 2023)

[National Security Seminar](#) (May 16 - May 24, 2023)

[Presidential Inauguration Seminar](#) (Jan. 7 - 15, 2025)

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 PROFESSION

Peer Reviewer for [Routledge Open Research](#) (2024)

Submission Reviewer for the Public Rhetoric Division (RSA 2022)

Submission Reviewer for the Political Communication Division (NCA 2021)

Submission Reviewer for the Mediated Communication, Public Opinion, and Society Division (IAMCR 2021)

Submission Reviewer for the Mediated Communication, Public Opinion, and Society Division (IAMCR 2018)

Submission Reviewer for the Rhetorical and Communication Theory Division (NCA 2016)

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

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

TO DEPARTMENT

Member | Departmental Search Committee | 2024

Chair | Digital Presence Committee | 2020 - 2024 | ([YouTube Video Sample](#))

Chair | Website Redesign Committee | 2019 - 2020 | ([website link](#))

Advisor | Lambda Pi Eta | 2019 - 2022



- Member** | Departmental Search Committee | 2022
- Member** | Department Curriculum Committee | 2018 - 2024
- Member** | International Faculty Caucus | 2020 - Present

To COLLEGE

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

To UNIVERSITY

- Member of KU's AI Task-Force** | 2024 - Present
- Board Member** representing KU at the World Affairs Council of Greater Reading
- Faculty Leader** | Washington Center Seminars | 2022 - 2025
- Faculty Leader** | KU's Study Abroad Program Germany & the Alps | 2022 - Present

To A&M's COMMUNICATION DEPARTMENT | 2015 - 2018

- Graduate Student Representative** for the Internationalization Committee | 2017 - 2018
- Technical Assistant** for Faculty Profile YouTube Videos | 2016 - 2017 | ([YouTube Video Sample](#))
- Technical Assistant** for the Department's Website | 2015

FOREIGN LANGUAGES

- GERMAN: NATIVE
- ENGLISH: BILINGUAL PROFICIENCY
- FRENCH: ELEMENTARY PROFICIENCY

PROFESSIONAL ASSOCIATIONS

- WORLD AFFAIRS COUNCIL OF GREATER READING (BOARD MEMBER & SOCIAL MEDIA MANAGER)
- 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

- COMMUNICATING IN RISK, CRISIS, AND HIGH STRESS SITUATIONS: A MASTER CLASS WITH DR. VINCENT COVELLO (2024)
Successfully completed the [Course Certificate](#) offered by the [Center for Crisis & Risk Communication](#)
- QUALITATIVE DATA ANALYSIS WITH MAXQDA (2023)
Successfully completed the [Coursera Course Certificate](#) authorized by Emory University.
- REPUTATION CRISIS? FACEBOOK MEETS CAMBRIDGE ANALYTICA (2023)
Successfully completed the [Coursera Course Certificate](#) authorized by Erasmus University Rotterdam.
- INSTITUTE FOR CRISIS MANAGEMENT (ICM) CERTIFICATE IN CRISIS COMMUNICATION MANAGEMENT (2021)
Successfully completed the [Crisis Communication Management Certification Course](#) offered by [ICM](#)



CERTIFICATE IN MAXQDA (2020)

Successfully completed the MAXQDA 2020 complete course, MAXQDA DRIVING SCHOOL 365. The course consisted of eight sessions, 2½ hours each, and was conducted by the MAXQDA professional trainer Andre Morgenstern-Einenkel (lecturer of the workshops and webinars offered by the MAXQDA manufacturer VERBI).

CERTIFICATE IN INTERNATIONAL COMMUNICATION AND PUBLIC DIPLOMACY (2018)

Certificate combines courses in international communication and global media offered by the Department of Communication with courses in international affairs, diplomacy, and regional studies from the Department of International Affairs from the Bush School.

TEACHING THE COLLEGE COURSE IN PERSUASION: INTEGRATING THEORY, RESEARCH, AND PRACTICE (2017)

National Communication Association | Short Course

CERTIFICATE IN MEDIATION AND CONFLICT RESOLUTION | THE DISPUTE RESOLUTION CENTER OF BRAZOS VALLEY (2017)

Completed 40 hours of basic mediation training in compliance with the Alternative Dispute Resolution Procedures Act 154.052, Texas Civil Practice & Remedy Code Ann.

TEACHING ARGUMENTATION IN THE 21ST CENTURY: KEEPING OLD TRADITIONS AND GENERATING NEW ONES (2016)

National Communication Association | Short Course

PUBLIC DIALOGUE AND DELIBERATION (2015)

National Communication Association | Short Course

SUMMER SCHOOL ARGUMENTATION IN CONTEXT | DEPARTMENT OF SPEECH COMMUNICATION, ARGUMENTATION THEORY, AND RHETORIC | UNIVERSITY OF AMSTERDAM, NETHERLANDS (2014)

Participated in a five-day workshop aimed at analyzing and evaluating strategic maneuvering in argumentative activity types from various domains, including the political, the medical, the legal, and the academic domain.

TEACHING COMMUNICATION THEORY WORKSHOP (2013)

National Communication Association | Short Course

SEMINAR IN TEACHING COLLEGE SPEECH | DEPARTMENT OF COMMUNICATION AND DRAMATIC ARTS | CENTRAL MICHIGAN UNIVERSITY (2012)

Participated in a two-week training program designed to assist graduate teaching assistants in developing course material, designing lesson plans, planning activities, leading discussions, using technology, evaluating speeches, and increasing teaching skills.