

## Academics with Media Expertise



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**University of Applied Sciences Erfurt, Germany** (Political Science, International Relations)  
Regular contributions as policy advisor/political consultancy and national media.

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#### Fields of Expertise

War & Conflict Research;  
International Relations and Societies of the Middle East;  
Political and Religious Ideologies; Terrorism, Extremism & Prevention;

#### Recent Media Topics:

Jihadism, Salafism, Right-Wing Extremism, EU Foreign Policy in the MENA-Region

#### Media Expertise - Examples

Odin oder Allah? Neue „Soldaten“ in göttlichem Auftrag (2018), Radio Lecture [freie-radios.net](https://www.freie-radios.net), in: <https://www.freie-radios.net/92358>

TV: Live Talk Show on Germany’s Reunification, Tele 5  
Print/Blog contribution: FAZ (Frankfurter Allgemeine Zeitung), peacelab-Blog  
Radio: Freie Radios

#### Tips for TV/Radio interviews:

“Be always well prepared for any media appearance. This includes:

1. Confidence: You have invested a lot of time – your expertise deserves the media space which is given to you.
2. Modesty: Acknowledge other opinions and expertise! You can never know everything there is to know about your topic. Acknowledge perspectives from outside academia: How does the public debate look like? Who are the main stakeholders? Who might oppose your position?
3. Clarity: Be short! Make sure that you can bring across your most important thoughts by connecting them to no more than three major key points. However, don’t offer platitudes – strive for transparent, critical and nuanced analysis.
4. Explicitness: As opposed to academic debate, you oftentimes have to take a political stance or at least offer normative framing. Dare to have an opinion, while leaving room for controversy.”

#### Why engaging with media ?

“Ideally, academia offers intellectual space to comprehend the world and its challenges beyond political and economic pressures and day-to-day quarrels. Make use of this wonderful gift and share your insights, ideas and alternative perspectives with media representatives and outlets to uncover the agenda of interest-driven individuals and groups. You can be one of many independent, critical voices boosting peoples’ confidence and motivation to also contribute to public debate and face current socio-political challenges in the local contexts of their daily lives.”