



SAIJA MARIA RÄSÄNEN

PHD CANDIDATE

◦ DETAILS ◦

saija.rasanen@unimi.it

Date / Place of birth

31/08/1989

Liperi, Finland

◦ SKILLS ◦

Adobe Photoshop

Microsoft Office

Python

Adobe InDesign

Digital Photography

Wordpress

◦ LANGUAGES ◦

Finnish

English

Italian

Swedish

French

👤 PROFILE

I am a Finnish communications specialist and a PhD candidate in a joint research program between Universities of Turin and Milan, Sociology and Methodology of Social Research. My research interests lie in political communication, connections between media and politics, populism, and the European public sphere.

📁 EMPLOYMENT HISTORY

Ph.D. candidate at University of Milan, Milan, Italy

October 2019 — October 2022

Title of my thesis: *"The more mainstream they get, the more they must please. A comparative analysis of the changing populist political communication of Italian Five Stars Movement, Lega, and Finnish Finns Party"*

I conduct a comparative study on political communication by populist parties in Italy and in Finland – in both countries populist parties developed from alternative political powers into governmental parties. I am interested in how this process of institutionalization affects their communication from 2011 until 2020 in their own social media channels and how their representations in mainstream media change.

Teaching experience: Teaching assistant for the course 'Sociologia della comunicazione' (University of Milan, BA level, in Italian) in May-June 2020.

Conferences: Mediaflows - 'Unstable democracies: Polarization, populism and disinformation in a hybrid media context', UIMP Valencia, Spain, 11-13 November, 2020. Presentation of the paper *'Polarizing media populism during governmental crises in Finland and in Italy'* (Räsänen, 2020)

Communications Manager at West Metro , Espoo, Finland

November 2018 — September 2019

Content planning and creation for the company's website and social media channels, writing articles for the company's magazine, photography, internal and stakeholder communications.

Communications Officer at West Metro, Espoo, Finland

March 2017 — October 2018

Content planning and creation for the website and social media, writing articles for the company's magazine, photography, organizing events.

Communications Officer at City of Espoo, Espoo, Finland

September 2015 — February 2017

External, internal and strategic communication, content planning and creation for the website and social media channels, creating publications, event marketing, photography, press contacts.

Communications Intern at Finnish Institute in Rome, Rome, Italy

March 2015 — August 2015

Writing articles for the institute's website, planning and creation of content for social media, translations of website contents and publications from Italian into English and vice versa.

○ **Communications Assistant at Economic Information Office TAT, Helsinki, Finland**

June 2014 — August 2014

Planning of a multi-channel communication campaign, content planning and creation for the web, publications and social media, writing news for the internal magazine.

○ **Communications Officer at Aalto University Business Students, Helsinki, Finland**

August 2013 — May 2014

Planning and creating content for the website and social media. Writing newsletters, press releases and publications in English and Finnish. Press contacts.

○ **Journalist at Iltalehti, Helsinki, Finland**

June 2012 — August 2012

Writing domestic and foreign news in the digital news desk.

○ **Journalist at MTV3, Helsinki, Finland**

December 2011 — May 2012

Writing domestic news about politics, financial affairs and foreign news in the digital news desk and editing radio news for Radio Nova.

○ **Journalist at Green Daily, Helsinki, Finland**

May 2010 — November 2011

Writing articles both for the printed and online versions of the magazine, focused on politics and environment.

○ **Freelance Journalist at Savon Sanomat and Karjalainen, Jyväskylä**

December 2004 — December 2010

Writing book reviews and articles on literature and art

🎓 **EDUCATION**

○ **Master of Social Sciences, University of Helsinki, Helsinki, Finland**

June 2012 — June 2015

Major: Media and Communication Studies

Minor: Italian language and literature

○ **Erasmus exchange student, Università degli Studi di Roma Tre, Rome, Italy**

October 2012 — July 2013

Studies in Italian linguistics and literature

○ **Bachelor of Social Sciences, University of Helsinki, Helsinki, Finland**

August 2009 — June 2012

Major in Media and Communication Studies

Minor in Comparative Literature

★ **AWARDS**

○ **Award for the best Master's thesis of the year in the field of communication, given by the Department of Social Sciences, University of Helsinki, Helsinki, Finland**

2015 — 2015

Title of the thesis: "Web Utopia splits in two: Radical Democracy or Free Neo-Liberalism? Populist discourses in Italian Five Stars Movement's rhetoric"