

Lehtonen, Pauliina (2013) *Itsensä markkinoijat: Nuorten journalistien urapolut ja yksilöllistyttyvä työelämä*. [Self-Promoters: The Career Paths and Individualising Working Life of Young Journalists]. Tampere: Tampere University Press.

## Summary

Today's journalists build their careers in an environment in which the strategies of marketing their value and building up their professional image are an increasingly important part of making it in the business. Intensifying competition for jobs puts more pressure on the individual: journalists are more and more responsible for their own employment. More individualistic career planning and the growing number of fixed-term employment contracts are forcing us to rethink the relationship between career development and professional identity.

The purpose of this book is to shed light on the younger generation's approach to working life. The book is based on a research project at COMET, the Research Centre for Journalism, Media and Communication at the University of Tampere. The study uses the experiences of young journalists to analyse changes in working life by taking under-35-year-old journalists as an example of a profession and studying them to identify the strategies they use to meet the demands of changing working life.

In the media business, the development of communication technologies, the changes in the journalistic profession and in the journalist–audience relations, and growing competition in the field have changed the professional status of journalists and forced both media companies and individuals to rethink how they work and earn a living. For journalists, these changes have brought about phenomena that often worsen working conditions, affect the quality of work and increase time pressure.

In this book, young journalists' experiences in working life and career building are studied through interviews and ethnographic observation data. Working life experiences are discussed from the following points of view: daily journalistic work and working conditions, professional identity development, and career building. Young journalists working under fixed-term contracts often build their careers in a more individualistic way and are motivated to develop both their professional expertise and their approach to journalistic work. This is evident, for example, in the way young journalists actively adopt new ideas to improve journalism in social media. At the same time, however, young journalists must carefully consider where they set the boundaries in their work, namely the relations between public and private.

Self-promotion is an integral part of the field. Young journalists consider their choices in relation to their professional expertise and their career development, and branding one's expertise seems to be increasingly common when competing for fixed-term contracts and commissions.