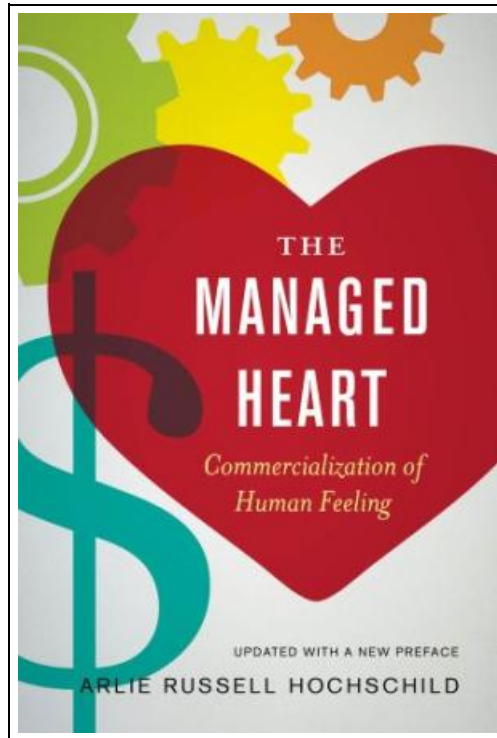


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THE MANAGED HEART: COMMERCIALIZATION OF HUMAN FEELING (PAPERBACK)



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University of California Press, United States, 2012. Paperback. Condition: New. 3rd edition. Language: English . Brand New Book. In private life, we try to induce or suppress love, envy, and anger through deep acting or emotion work , just as we manage our outer expressions of feeling through surface acting. In trying to bridge a gap between what we feel and what we ought to feel, we take guidance from feeling rules about what is owing to others in a given situation. Based on our private mutual understandings of feeling rules, we make a gift exchange of acts of emotion management. We bow to each other not simply from the waist, but from the heart. But what occurs when emotion work, feeling rules, and the gift of exchange are introduced into the public world of work? In search of the answer, Arlie Russell Hochschild closely examines two groups of public-contact workers: flight attendants and bill collectors. The flight attendant s job is to deliver a service and create further demand for it, to enhance the status of the customer and be nicer than natural . The bill collector s job is to collect on the service, and if necessary, to deflate the status of the customer by being nastier than natural. Between these extremes, roughly one-third of American men and one-half of American women hold jobs that call for substantial emotional labor. In many of these jobs, they are trained to accept feeling rules and techniques of emotion management that serve the company s commercial purpose. Just as we have seldom recognized or understood emotional labor, we have not appreciated its cost to those who do it for a living. Like a physical laborer who becomes estranged from what he or she makes, an emotional laborer, such as a flight...



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