



Arlie R. Hochschild | The Commercialization of Intimate Life

**Montag,
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16:15 – 18:00

Raum 09-114

Arlie R. Hochschild is Professor at the University of California in Berkeley, USA, and one of the most influential sociologists of the last decades. In her seminal work "The managed heart: Commercialization of human feeling" published in 1985 she elaborated the notion of "emotional labor". "Emotional labor" gives credit to the effects of an ever since increasing commodification of emotional capacities at work. Furthermore, she pinpointed the crucial tensions modern dual-career couples are experiencing when facing the time binds of work and family life (1990; 1997). In her more recent publications she has critically reflected how intimate feelings have become subject to commercial dynamics making them an exploitable resource (2003). Overall, Arlie Hochschild's research has revolutionized our understanding of the core emotional developments of the late capitalist era. Especially in connecting gender and work allowed a new perspective on how sex, love, childcare and the family are part of an interweaved relationship of the private with economic interests.