

Hochschild, A.R. 2003
The Commercialization of Intimate Life
University of California Press

(algunas citas interesantes para la investigación extraídas del libro)

“like other commercially based advice-givers, the authors of advice books act as emotional investment counselors”(Hochschild, 2003:14)

“feminism is to the commercial spirit of intimate life as Protestantism is to the spirit of capitalism”(Hochschild, 2003:23)

“from feminism these books draw a belief in the equal worth of men and women. Modern books begin with the idea that woman think too little of themselves. Their humans needs are not met”(Hochschild, 2003:24)

“what advice books blend with feminism, however is a commercial spirit of intimate life”(Hochschild, 2003:24)

“the idea of liberation and independence that early feminists applied to the right to vote, to learn and to work, the cool moderns apply to the right to emotionally detach”(Hochschild, 2003:25)

“the commercial spirit of intimate life is woven with a second cultural tendency-for women to assimilate to male rules of love”(Hochschild, 2003:26)

“in recycling male rules of love, modern advice books for women assert that it’s a “feminine” practice to subordinate the importance of love, to delay falling in love until after consolidating a career, to separate love from sex, and for married women to have occasional affairs”(Hochschild, 2003:27)

“thus feelings take on their meaning and full character only in relation to a specific time and place in the world. And each context has a normative, an expressive, and a political dimension”(Hochschild, 2003:81)

“the expressive dimension of any context has to do with the relation between a person’s feelings and other people’s understanding of an response to those feelings, that is, with the issue of communication. Here we’re dealing not with the wrongness of feelings, but with the inferred truth or falseness of them”(Hochschild, 2003:81)

“feeling rules define what we imagine we should and shouldn’t feel and would like to feel over a range of circumstances; they show how we judge feeling”(Hochschild, 2003:82)

“to expect or hope to feel a certain feeling, the bride had to have a prior idea about what feelings are feelable. She had to rely on a prior notion of what feelings were “on

the cultural shelf", pre-acknowledged, pre-named, pre-articulated, culturally available to be felt"(Hochschild, 2003:121)

"people in different eras and places do not just feel the same old emotion and express it differently. They feel it differently"(Hochschild, 2003:122)

"love is increasingly expected to be more expressive and emotionally fulfilling. Economic reasons for men and women to join lives have grown less important, and emotional reasons have grown more important"(Hochschild, 2003:123)

"I am not arguing that people enter relationships more lightly nowadays than they did thirty years ago, or that they think shallow connections are better than deep ones. I am suggesting that one important strategy of emotion management is to develop the ability to limit emotional connection since this strategy adapts us to survival in a destabilizing culture of capitalism"(Hochschild, 2003:125)