I. Marx and Alienation

1. Species Being: essence of human beings
   1. Through work cooperatively (not individually) create the social world (praxis).

2. They freely created this world according to social needs.

3. The social world determines what it means to be human.

1. Human history is the history of praxis.
2. Capitalism is a social world created by human activity, however

Consequence is

* 1. reification of the social world
  2. alienation from species being

1. Specific forms of alienation
   1. alienation from product of work
      1. capitalist owns it

b. world of commodities (fetishization)

* 1. alienation from production process: coercive not free
  2. alienation from species being: individual not social ends.
  3. alienation from oneself

5. alienation from one’s fellow human being.

1. Alienation and emotional labor
   1. Deindustrialization and the rise of the service economy

2. Managed Heart: Service economy and emotional labor

1. Emotional Labor
   * 1. definition: “requires one to induce or suppress

emotions in order to sustain the outward

countenance that produces the proper state of mind

in others”

* + 1. worker

i. generates emotions: “smile factory”

ii. hide emotions

iii. goal: create emotions in customer

* + 1. emotional labor vs emotional work
    2. emotional work
    3. emotional labor

i. element of labor power

ii. property of capitalist

f. controlling emotional labor

i. employee training

ii. “family”

iii. scripts and “one best personality”

iv. deep acting: living room, friend

v. “irates” as children

vi. surface acting