

# Unmasking the Managed Heart: How Commercialization has Transformed Human Feelings

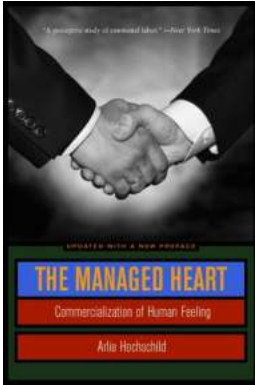
In today's fast-paced and technology-driven society, the boundaries between personal and professional realms have become increasingly blurred. We find ourselves constantly juggling the demands of work, family, and social life. Amidst this chaos, there is an alarming phenomenon that often goes unnoticed – the commercialization of human feelings. This article delves into the hidden world of the managed heart, exploring how emotions have become commodified, exploited, and manipulated for various purposes.

## The Advent of Emotional Labor

Emotional labor, a term coined by sociologist Arlie Hochschild in the 1980s, refers to the act of managing and suppressing one's genuine emotions to meet the expectations of others. Initially observed in service-oriented professions such as hospitality and customer service, emotional labor has now infiltrated various industries, including marketing, entertainment, and even healthcare.

In today's consumer-driven society, businesses have realized the value of human emotions as a marketing tool. Advertisements, for instance, play on our desires, insecurities, and aspirations, creating an emotional connection with the target audience to drive sales. From tear-jerking commercials to heartwarming social media campaigns, companies are actively engaging in emotional manipulation for profit-driven motives.

**The Managed Heart: Commercialization of Human Feeling** by Arlie Russell Hochschild (Kindle Edition)



★ ★ ★ ★ ☆	4.5 out of 5
Language	: English
File size	: 1073 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 341 pages
Lending	: Enabled



The rising influence of reality television is another testament to the commercialization of emotions. These shows exploit real-life situations and individuals, capitalizing on their vulnerability and heightened emotions to captivate viewers. Emotional outbursts, conflicts, and heart-wrenching stories become entertainment commodities, blurring the line between genuine human experiences and scripted narratives.

## **The Impact on Mental Health**

While the managed heart may serve the interests of businesses and entertainment industries, its implications on mental health are concerning. Constantly having to suppress genuine emotions, adopt artificial personas, and cater to the expectations of others can lead to emotional exhaustion, stress, and even burnout. Individuals who engage in emotional labor often find themselves detached from their authentic selves, leading to a sense of emotional dissonance.

Moreover, the commodification of emotions can perpetuate unrealistic expectations and standards. Influencers on social media platforms, for example, present meticulously curated lives and emotions, creating an unattainable

benchmark for average individuals. This phenomenon has been closely linked to increased rates of anxiety, depression, and low self-esteem in society.

## **The Resistance Movement**

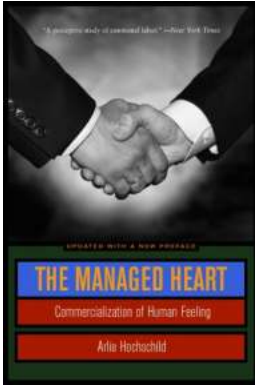
However, amidst the pervasive commercialization of emotions, there is a growing resistance movement that seeks to reclaim authenticity and challenge the status quo. Emotionally intelligent leaders in various fields have begun advocating for a more empathetic and compassionate approach, valuing genuine connections over profit-driven motives.

Moreover, individuals are raising awareness about emotional manipulation by promoting emotional intelligence as a means of empowerment. By educating people about the strategies used to exploit human emotions, they hope to equip individuals with the tools to navigate this commercialized world without losing their true selves.

Recognizing that emotional labor is not solely a personal burden, organizations are also taking steps to address this issue. Implementing policies that prioritize employee well-being, encouraging open communication, and providing emotional support can create a healthier work environment that respects the emotional needs of individuals.

The managed heart is a complex issue that requires careful consideration. While emotions have become a commodity in today's society, we must not overlook the toll it takes on individuals' well-being. By recognizing and challenging the commercialization of emotions, we can foster a society that values authenticity, empathy, and genuine human connections.

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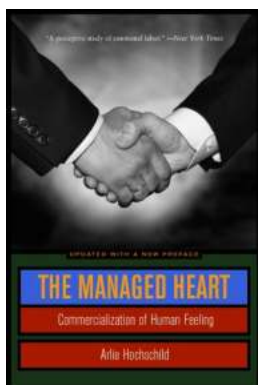


In private life, we try to induce or suppress love, envy, and anger through deep acting or "emotion work," just as we manage our outer expressions of feeling through surface acting. In trying to bridge a gap between what we feel and what we "ought" to feel, we take guidance from "feeling rules" about 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.

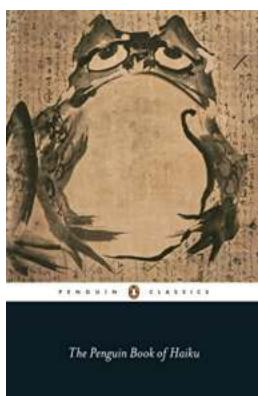
Just as we have seldom recognized or understood emotional labor, we have not appreciated its cost to those who do it for a living. Like a physical laborer who becomes estranged from what he or she makes, an emotional laborer, such as a flight attendant, can become estranged not only from her own expressions of feeling (her smile is not "her" smile), but also from what she actually feels (her managed friendliness). This estrangement, though a valuable defense against stress, is also an important occupational hazard, because it is through our feelings that we are connected with those around us.

On the basis of this book, Hochschild was featured in *Key Sociological Thinkers*, edited by Rob Stones. This book was also the winner of the Charles Cooley Award in 1983, awarded by the American Sociological Association and received an honorable mention for the C. Wright Mills Award.



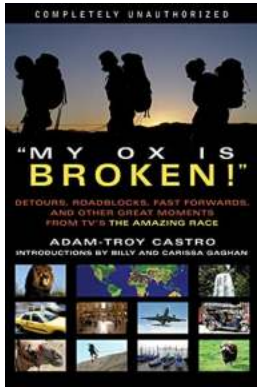
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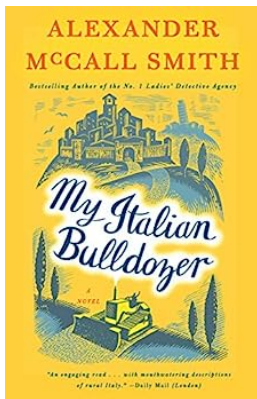
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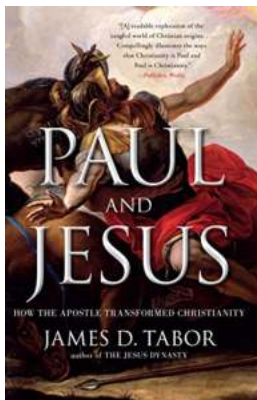
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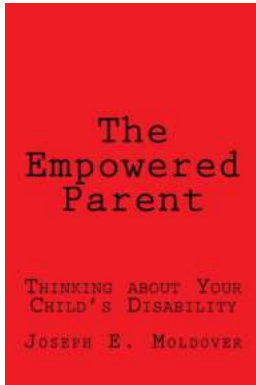
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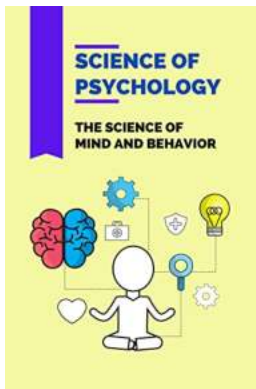
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