



Center for the History of Emotions
Program of the International Conference

"Emotions and Capitalism", 28–30 June 2012

Is there a nexus between emotions and capitalism? Following recent debates on the financial crisis or consumer capitalism, "yes" becomes the likely answer. However, the question how emotions were and are shaped in capitalist cultures and vice versa: how capitalist cultures are shaped through emotional discourses and practices is still widely under-researched. The conference on emotions and capitalism wants to help fill this gap: the aim is to offer a platform for new perspectives on the intimate connections that exist between emotional and capitalist practices.

The conference is organized by Christoph Conrad (University of Geneva), Sabine Donauer (Graduate School *Languages of Emotion* Free University, Berlin) and Anne Schmidt (Center for the History of Emotions, Max Planck Institute for Human Development, Berlin) and takes place at the Max Planck Institute for Human Development in Berlin from 28 to 30 June 2012.

Thursday, June 28, 2012

12:00–13:00

Registration and refreshments

13:00–13:30

Opening of the conference

Ute Frevert

Christopher Conrad, Sabine Donauer, Anne Schmidt

13:30–14:45

Opening talk

Karin Knorr Cetina, *The market as an object of attachment*

Discussion

14:45–15:00

Short coffee break

15:00–18:45

Financial and trade markets (chair: Helena Flam)

Sighard Neckel, *Banking as emotional capitalism. Financial markets and greed*

Fiona Allon, *The wealth affect: Speculation as everyday habitus*

Discussion

16:45–17:15

Coffee break

Catherine Davies, *Investing in the 19th century financial marketplace: On the role of financial information, trust and emotions*

Alexander Engel, *"An Exchange is not to be loved, hated, feared, laughed at, or wept about": The public relations efforts of the Chicago Board of Trade, 1924–1948*

Discussion

Friday, June 29, 2012

9:00–13:00

Habitus and Consumption (chair: Paul Nolte)

Adrian Howe, *Becoming an emotional being under capitalism—Property, sexual infidelity and homicidal rage in Shakespeare and late modernity*

Ben Manning, *Culture, emotions and the economies of prisoner of war camps*

Discussion

10:45–11:15

Coffee break

Avner Offer, *Consumption and well-being: attitudes and evidence*

Rachel Sherman, *Privileged lifestyles, conflicted feelings: Elite consumers in New York City*

Discussion

13:00–14:00

Lunch

14:00–18:30

Workplace (chair: Christoph Conrad)

Thomas Welskopp, *Taming the red ember. Industrial relations and attitudes towards work among German and American iron workers in the 20th century*

Hazel Croft, *Over-tired, over-stressed and over-burdened? Why did the emotions of women factory workers provoke such concern in wartime Britain?*

Discussion

15:45–16:15

Coffee Break

Peter-Paul Bänziger, *What makes people work: On passionate attachments to workplaces and other things in the emerging 'consumer societies' of the 20th century*

Daniela Saxer, *Advice for success: Negotiating emotions at work in the mass media (1920-1950)*

Discussion

Saturday, June 30, 2012

9:00–13:00

Postsocialism as a capitalist laboratory (chair: Jonathan Zatlin)

Anna Temkina, *Rationalization of Self in private life in contemporary Russia: unrealized life expectations*
Julia Lerner, *From socialism to capitalism on the wings of "Love": adapting the new emotional culture in post-Soviet Russia*
Discussion

10:45–11:15

Coffee break

Suvi Salmenniemi, *Domesticating capitalist logic in Russia. Notes from popular psychology self-help literature*
Irina Belyakova & Elena Plakhina, *Publicist discourse as a means of forming an emotional image of capitalism in Russia, 1960–present*
Discussion

13:00–14:00

Final discussion