

WORK2015 – Labouring in affective capitalism

Chair:

Dan Irving, Charleton University, Ottawa, ON

The affective dimensions of work have garnered increasing attention lately. It is of interest to ask how is the value that workers produce contingent on their ability to arouse feelings amongst customers. How is the production of intangible goods mediated through the labour of particular racialized, gendered and sexualized bodies? Whose bodies gain access to, and mobility within, labour markets while others are relegated to the margins of employment or are barred from it? The stream calls in papers focusing on, e.g. how value is created through emotive performances; how hierarchies are created through labour relations within the personality market that renders personal and intimate traits fundamental to exchange relations; how the merging of re/productive labour, and the shrinking of space between work and life shape broader affective atmospheres.

Wednesday, 19 August at 11.30-13.00 - Session 2

10.01

Affect, performance and morality: visible poverty and the politics of exchange and labour in social enterprise
Jessica Gerrard, Australia

10.02

Gameplay as Virtual Work
Tanja Sihvonen, Finland