



### CEMID Project glossary

#### Emotional style

This concept is drawn from Eva Illouz's, *Saving the modern soul*, University of California Press, 2008.

"I call here 'emotional style' the combination of the ways a culture becomes 'preoccupied' with certain emotions and devises specific 'techniques' –linguistic, scientific, ritual- to apprehend them. An emotional style is established when a new 'interpersonal imagination' is formulated, that is, a new way of thinking about the relationship of self to others, imagining its potentialities and implementing them in practice. Indeed, interpersonal relationships –like the nation- are thought of, longed for, argued over, betrayed, fought for, and negotiated according to imaginary scripts that fill social closeness or distance with meaning". Illouz, E., *Saving the modern soul*, p. 14.

#### Therapeutic emotional style

"The therapeutic emotional style emerged in the relatively short period from WW I to WW II and became both solidified and widely available after the 1960's. To be sure, this style drew on residues of 19<sup>th</sup> century notions of selfhood, but it also presented a new lexicon to conceptualize and discuss emotions and self in the realm of ordinary life and new ways of handling emotional life..." Illouz, E., *Saving the modern soul*, p. 15.

#### *Therapeutic emotional style in organizations and family life*

"The cultural novelty of this emotional style was most apparent in the realm where it was perhaps less expected, namely the American corporation. Managers operating in the increasingly complex structures of the emerging corporate capitalism were eager to decipher the key to efficient control and thus avidly seized on a language and techniques that claimed to promote both harmony and productivity... Psychology has profoundly transformed the emotional culture of the workplace in that it has made men and women's emotional cultures increasingly converge into a common androgynous model of emotional conduct. This process has been equally at work in the realm of marriage... Under the influence of the new models offered by feminism and psychology, marriage called on women to become autonomous and assertive and on men to become emotionally reflexive and talkative... These new emotional models are performed in a gender-blind narrative of identity that is enacted in a variety of social sites, such as support groups and therapeutic workshops". Illouz, E., *Saving the modern soul*, p. 15.