Call for contributions

The Emotions Industry

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A book edited by Dr. Mira Moshe*

Due to be published in 2014

Argument

In 1944, eight years after the official launching of the BBC Television Network, Theodor Adorno and Max Hochenheimer coined the phrase “the culture industry.” In their book Dialectic of Enlightenment, these foremost representatives of the Frankfurt School developed the idea that the mass media form part of a cultural industry, which is characterized by the manufacture of standard cultural products that anaesthetize the public and generate bogus needs. Today, profound changes in media technology, the development of the ICT infrastructure and convergence tendencies have advanced the culture industry to a new phase – the emotions industry.

An industry in the broadest sense is a group of companies that have a common profit base. To a large extent, the exposure of people’s emotional worlds has gradually become a product, an effective and efficient means of promoting economic, political, social and cultural processes. Traditional mass media – the press, radio, television and film – as well as new media (including social media) are acting as major growth engines for the emotional stock market. Like a financial system where economic activity takes place involving the marketing of products, goods or stocks and bonds, on our television and computer screens, through social networks, SMS and MMS, an active, rapid and emotionally aware commerce is taking place. Individuals respond subjectively to these emotional messages and to around-the-clock reportage, which often occurs in real time before having been
processed or passed through any type of filter. Feelings such as love, hate, courage, fear, pain, pleasure, sadness, pride and shame are no longer the private concern of individuals and the closed circle of their friends and family, but a subject of discussion in offices, factories, living rooms and bedrooms.

Thus, as a result of widespread and intensive emotional exposure and copious intimate confessions, codes of trading in emotions develop. According to these codes, rituals of emotional confession are accommodated, even encouraged, by various forums, including prime-time television. The result is the widespread phenomenon of emotional trading. Emotional disclosures become a trading currency, and it seems as though individuals everywhere are making an all-out effort to enhance the capital gain they will receive in return for sharing their most intimate feelings. Buyers and sellers participate in such a market if they are interested in conducting business together; commercial transactions also take place in the emotional marketplace. Politicians and public figures attempt to sell leadership, concern and personal involvement to the public and the public reimburses them by investing faith in them and giving them electoral support. Participants in reality programs offer detailed descriptions of their personal experiences in exchange for sympathy and support. Surfers on the net and members of social networks include others in their emotional lives and in return collect “likes” and responses. In light of these trends, *The Emotions Industry* will deal with decoding the mechanisms and rules of emotional trading, while paying particular attention to the contribution of the media, in their various forms, to activating and strengthening the industry of emotion.

**Target Audience**

The target audience of this book would include professionals and researchers working in the field of social sciences, encompassing education, political science, information and communications sciences, etc.

**Submission procedure**

**General guidelines:** All chapters should constitute high-quality original papers of a theoretical or empirical nature that shed light upon and engage with the topic of "The Emotions Industry". All entries must be written in American English and typed in double-spaced Microsoft Word format (Times New Roman 12 pt. font). Texts in PDF format will not be accepted.
1. **Proposal Submission**

Researchers and practitioners are invited to submit a 200-250 word chapter proposal.

The information requested during the proposal submission include: 1) name(s), affiliation(s) and email of all the author(s); 2) contact details author (postal address, and telephone in addition to email); 3) title of proposed; 4) outlines of the mission and concerns of the proposed chapter; up to 4 keywords (optional).

**Proposal Submission Deadline:** Proposals should be sent directly to the editors ([the.emotions.industry@gmail.com](mailto:the.emotions.industry@gmail.com)) by April 1st, 2013.

Authors whose proposals are accepted will be notified no later than April 15th, 2013.

2. **Detailed Abstract Submission**

Researchers and practitioners are invited to submit a 1500-2000 word abstract proposal which clearly address one of the topics mentioned above.

The information requested during the detailed abstract submission include: 1) name(s), affiliation(s) and email of all the author(s); 2) contact details author (postal address, and telephone in addition to email); 3) title of proposed; 4) **key theoretical background**; 5) **clear argumentative structure**; 6) **detailed explanation of methodology methodological use of data**; 7) up to 4 keywords (optional).

**Detailed Abstract Submission Deadline:** Detailed abstracts should be sent directly to the editors ([the.emotions.industry@gmail.com](mailto:the.emotions.industry@gmail.com)) by May 15th, 2013.

Authors whose abstract are accepted will be notified no later than July 15th, 2013.

3. **Completed chapters Submission**

Full chapters should be submitted on or before September 30th, 2013. The chapters should constitute high-quality original papers of a theoretical or empirical nature that shed light upon and engage with the topic of "The Emotions Industry".

The submitted chapters should elaborate on the ideas and topics that were presented in contributors’ proposals. Manuscripts should be prepared in strict accordance with the

The submitted chapters should be a maximum of 9,000 words in length (including references, tables, figures, appendices and endnotes).

Contributors whose articles are accepted for publication will be obliged to sign a document specifying the publisher’s terms and conditions, as well as a copyright agreement.

The fact that an abstract is accepted does not guarantee publication of the final manuscript. All chapters submitted will be judged on the basis of a double-blind reviewing process.

**Timetable**

April 1st, 2013: Deadline for proposal submission
May 31st, 2013: Deadline for detailed abstract submission
September 30th, 2013: Full chapter submission
November 30th, 2013: Return of review results
December 30th, 2013: Submission of completed chapters

* Dr. Mira Moshe is a senior lecturer in the Sociology and Anthropology department and the School of Communication at the Ariel University of Samaria. Her academic work has mainly focused on media regulation, politics, culture and society. Amongst her recently published works were articles in Policy Studies, Journal of Language and Politics, Television & New Media, Israel Affairs and others. Her co-edited book together with Professor Nicoleta Corbu, The Walk of Shame, will be published by Nova Science Publications in the course of 2013, [https://www.novapublishers.com/catalog/product_info.php?products_id=39943](https://www.novapublishers.com/catalog/product_info.php?products_id=39943)

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