

1. Record Nr.	UNINA9910797927403321
Autore	Reber Dierdra
Titolo	Coming to our senses : affect and an order of things for global culture / / Dierdra Reber
Pubbl/distr/stampa	New York : , : Columbia University Press, , 2016 ©2016
ISBN	0-231-54090-6
Descrizione fisica	1 online resource (369 p.)
Disciplina	306
Soggetti	Aesthetics - Psychological aspects Affect (Psychology) Capitalism Globalization - Religious aspects - Christianity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Acknowledgments -- Prelude -- Introduction -- 1. The Feeling Soma -- 2. We Are the World -- 3. "Becoming well beings" -- 4. Legs, Love, and Life -- Conclusion -- Notes -- Works Cited -- Index
Sommario/riassunto	Coming to Our Senses positions affect, or feeling, as our new cultural compass, ordering the parameters and possibilities of what can be known. From Facebook "likes" to Coca-Cola "loves," from "emotional intelligence" in business to "emotional contagion" in social media, affect has displaced reason as the primary catalyst of global culture. Through examples of feeling in the books, film, music, advertising, cultural criticism, and political discourse of the United States and Latin America, Reber shows how affect encourages the public to "reason" on the strength of sentiment alone. Well-being, represented by happiness and health, and ill-being, embodied by unhappiness and disease, form the two poles of our social judgment, whether in affirmation or critique. We must then reenvision contemporary politics as operating at the level of the feeling body, so we can better understand the physiological and epistemological conditions affirming our cultural status quo and contestatory strategies for emancipation.

