



**Evening Lecture**  
**Graz Lectures on Cultural Studies**

**Prof. Dr. EVA ILLOUZ**

(Hebrew University of Jerusalem/(EHESS Paris))

**EMOTIONS AS COMMODITIES**  
**How Authenticity Became Hijacked by Consumer Culture**

The Center for Cultural Studies is pleased to announce the evening lecture held by the renowned sociologist Eva Illouz on **Wednesday, March 29 at 7 pm. (HS 06.02, Universitätsplatz 6, Hörsaaltrakt ABC, ground floor).**

Eva Illouz is one of the most distinguished voices in the sociological study of modern emotional life, especially in the age of capitalism, mass media and the Internet. With studies such as *Cold Intimacies. The Making of Emotional Capitalism* (2007), *Why Love Hurts. A Sociological Explanation* (2012), and *The End of Love. A Sociology of Negative Relations* (2018) she has set new standards. To date, she holds the Rose Isaac Chair of Sociology at the Hebrew University of Jerusalem and is also Directrice d'études at École des hautes études en sciences sociales (EHESS) in Paris.

**Abstract:**

The emodity is a commodity that has gone under the radar of sociological analysis. An emodity is an emotion sold as an experience or a service. It is a part of the vast industry of mental health and of consumer leisure. If emotions are harnessed to consumer culture and the service economy, what remains of the idea of authenticity and subjectivity? This paper circles around these questions by offering some tentative reflexions on the status of authenticity in consumer culture.

**Registration is required.**

**Please send an E-Mail to [brigitte.walter@uni-graz.at](mailto:brigitte.walter@uni-graz.at) by March 24<sup>th</sup>.**

*We are looking forward to your coming!*