

Abstract

The diploma thesis *New services and emotion management in postindustrial society* concerns about the new kind of services, which started to occupy a very important position in the most intimate and personal spheres of human life (partner life, bringing up or even giving birth to children). With the development of these services the society finds itself on the border of „commodification“, when more and more realms of human life is governed by market mechanisms and things, which used to belong to personal life, are becoming just goods for us. The borders between these two areas are more permeable and that reflects upon borrowing of rhetorics and discourses across these realms. With shifting of borders our ways of thinking, feeling and acting change. Some kind of depersonalization arises and our relationship to our own personal life and to its meaning is becoming mediated by those services and those, who provide them. With these changes individuals deal through involvement of emotion labor. In the thesis these mechanisms and their influence on feeling and acting on the personal level and formation of self are explored. Explored are also the functioning of contradictory mechanisms of decommodification, which are being involved when the logic of market goes too far and individuum begins to feel too estranged from its identity and its self. The thesis provides an introduction into sociology of emotions, which is not very well known subfield in Czech republic.