

Various Perspectives for the Concept of the Emotion Labor

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Abstract : Radical changes in the industrial environment, and spectacular developments of IT have changed the current of managements from people-centered to technology- or IT-centered. Interpersonal emotion exchanges have long become insipid and interactive services have also come as mechanical reactions. This study offers various concepts for the emotional labor based on traditional studies on emotional labor. Especially the present day, on which human emotions are subject to being served as machinized thing, is the time when the study on human emotions comes momentous. Precedent researches on emotional labors commonly and basically dealt with the relationship between the active group who performs actions and the passive group who is done with the action. This study focuses on the passive group and tries to offer a new perspective of 'liquid emotion' as a defence mechanism for the passive group from the external environment. Especially, this addresses a concrete discussion on directions of following studies on the liquid labor as a newly suggested perspective.

Keywords : emotion labor, surface acting, deep acting, liquid emotion

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