



They Call It Love

The Politics of Emotional Life

By Alva Gotby

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The work of love is a feminist problem, and it demands feminist solutions.

Comforting a family member or friend, soothing children, providing company for the elderly, ensuring that people feel well enough to work; this is all essential labour. Without it, capitalism would cease to function. *They Call It Love* investigates the work that makes a haven in a heartless world, examining who performs this labour, how it is organised, and how it might change. In this groundbreaking book, Alva Gotby calls this work 'emotional reproduction', unveiling its inherently political nature. It not only ensures people's well-being but creates sentimental attachments to social hierarchy and the status quo. Drawing on the thought of the feminist movement Wages for Housework, Gotby demonstrates that emotion is a key element of capitalist reproduction. To improve the way we relate to one another will require a radical restructuring of society.

Contents

Introduction

Chapter 1: Emotional Reproduction

Chapter 2: The Political Economy of Love

Chapter 3: Gendering Work

Chapter 4: Feminist Emotions

Chapter 5: A Different Feeling

Notes

About the Author

Alva Gotby is a writer and organiser living in London. She holds a PhD in Media Studies from the University of West London and an MA in Philosophy and Contemporary Critical Theory from the Centre for Research in Modern European Philosophy, Kingston University. She has written on feminist theory, social reproduction, housing, emotions, and family, and is active in struggles to abolish prisons and landlords.

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