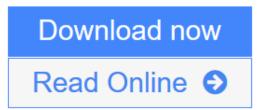


# Affect and Emotion: A New Social Science Understanding

Margaret Wetherell



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In recent years there has been a huge surge of interest in affect and emotion. Scholars want to discover how people are moved, and understand embodied social action, feelings and passions. How do social formations 'grab' people? How do roller coasters of contempt, patriotism, hate and euphoria power public life?

A new social science understanding of affect and emotion is long overdue and Margaret Wetherell's voice is timely, providing a coherent and pragmatic text. It will be invaluable reading for those interested in this fascinating field across the social and behavioural sciences.



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