

# Contents

<i>Preface and Acknowledgements</i>	viii
<b>Chapter 1 Introduction: The Case for Emotional Governance</b>	<b>1</b>
The three levels of emotional regulation	1
Emotional governance	4
The problem with psychology	7
Preview	10
<b>Part I A Democracy of Feelings</b>	<b>19</b>
<b>Chapter 2 Shaping the Public Mind</b>	<b>21</b>
Shapers and movers	21
The psychosocial matrix	24
The age of suspicion	25
The reality of the group mind	25
<b>Chapter 3 The Rise of Therapeutic Culture</b>	<b>30</b>
Audiences want affect	30
The nature of the therapeutic	33
The damaged princess	35
Authentic expression or fake sentiment?	40
<b>Chapter 4 Global Passions</b>	<b>43</b>
Charisma and its alternatives	43
Boring: the problem of dis-passionate politics	44
The inrushing world	48
Parliaments of feeling	52
<b>Part II The Bias Against Hope</b>	<b>55</b>
<b>Chapter 5 Journalism as Emotional Labour</b>	<b>57</b>
The emotional public sphere	57
News consumption and anxiety management	58
Containment and the media	61
Emotional work in news production	64
Keeping calm about terror	66



Chapter 6	Rottweilers Savage Democracy	72
	The national conversation	72
	The damage	73
	Cultures of attack	78
	Any passion is better than none?	79
Chapter 7	Challenging the Media Bias	83
	Emotional agendas in journalism	83
	Web space	85
	The three literacies	87
	Journalism and the regulation of public feeling	88
<b>Part III</b>	<b>The Search for Connection</b>	<b>91</b>
Chapter 8	Politics as Emotional Labour	93
	Hoping for something	93
	Politics and popularity	94
	The leader as person	96
	Reparation	99
	Authenticity on stage	101
	The wrong hands on the levers of power?	104
Chapter 9	Poor Emotional Governance	107
	The anti-smirking campaign and other failures	107
	Terror and impoverished thought	113
<b>Part IV</b>	<b>Terror in the Public Mind</b>	<b>121</b>
Chapter 10	The Four Factors of Fear	123
	The political importance of the fear of terrorism	123
	Historical context: war without end?	128
	What makes us anxious?	130
	Some conclusions	135
Chapter 11	Terrorism and the Emotional Public	137
	Why and how to conduct an emotional audit	137
	Polls and passions	138
	Are terrorists on another planet?	149
Chapter 12	From Emotional Audit to Communication Strategy	156
	The binary media discourse of terror	156
	Public-media interactions	162
	Improving emotional governance around terror	164



<b>Part V Repairing Leadership</b>	<b>169</b>
Chapter 13 Market Failures	171
The language of political marketing	171
Political marketing and a political psychology of emotions	172
Marketing and the crisis of leadership	176
Fear, security and the limits of political marketing	180
Chapter 14 Deferring to Reality	183
Emotional education	183
Fantasies of renewal	184
Leadership and reality	188
Notes	195
References	205
Author Index	215
Subject and Name Index	218