Dr. Anne Cronin University of Lancaster

Friends, felt connections and emplacement: thinking through place and space in friendship

Analyzing qualitative interview material from a project on friendship and spatiality, the lecture examines the relationship between friendship, emotions and context. In the project’s data the workplace emerged as a key site in which people meet new friends and practice friendships. Using the workplace as a case study, the lecture analyses how context can shape friendships, how emotions are woven throughout the very constitution of friendships, and how friendships can impact upon people’s emotional experience of workplaces. Further, it analyses how emotions are actively generated between friends. In this understanding, emotions are not pre-existing states that are located in individuals; rather, emotions are created intersubjectively between friends and in specific contexts.

Anne Cronin holds the position of a Senior Lecturer at the Department of Sociology at the University of Lancaster. Her research is focused on the areas of advertising, branding and promotional culture, consumer society, cities and urban culture, friendship and social ties, visual culture, gender and culture, cultural economy, commercial cultures and neo-capitalism. Key publications include Advertising and consumer citizenship: gender, images, and rights (Routledge 2000), Advertising Myths: The Strange Half-Lives of Images and Commodities (Routledge 2004), Consuming the entrepreneurial city: image, memory and spectacle (Routledge 2008, co-edited with Kevin Hetherington) and Advertising, Commercial Spaces and the Urban (Palgrave Macmillan 2010).

Please contact michael.huth@ku.de at the Department of Economic Geography for any comments, suggestions or questions regarding the Lecture series.