

[< back](#)

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## To Hate or to Love? Changing the Emotion Rules of Institutions

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### Abstract

This study examines how emotion rules, that are core to an institution, change. We do so through an inductive longitudinal analysis of China’s transition away from a Soviet-style planned economy. Not only did the transition entail the dismantling and replacement of political and regulatory institutions, it necessitated fundamental changes to the value systems underpinning economic activity. By tracing how emotion rules were altered as the Chinese government rolled out its economic reforms, this study seeks to advance research on emotions and institutions by elaborating discursive emotion work strategies. Our findings suggest that discursive emotion work at the societal level is likely to differ from those operating at other levels of analysis – not just because of the scale, but because the discursive strategies need to have appeal to or ‘persuade’ a very diverse and heterogeneous audience. Moreover, the top-down approach adopted by the Chinese Communist Party stands in stark contrast to the more bottom-up strategies that have been advanced in the literature to date.

< [back](#)



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