UNIVERSITY^{OF} BIRMINGHAM University of Birmingham Research at Birmingham

The affective tones of academic life

Rojas Gaviria, Pilar Ximena

DOI: 10.1362/147539222X16620495972455

License: Creative Commons: Attribution-NonCommercial (CC BY-NC)

Document Version Peer reviewed version

Citation for published version (Harvard):

Rojas Gaviria, PX 2022, 'The affective tones of academic life', *Journal of Customer Behaviour*, vol. 21, no. 1-2, pp. 11-14. https://doi.org/10.1362/147539222X16620495972455

Link to publication on Research at Birmingham portal

Publisher Rights Statement:

This is the post-review version of content which has been published in its definitive form in the Journal of Customer Behaviour.

General rights

Unless a licence is specified above, all rights (including copyright and moral rights) in this document are retained by the authors and/or the copyright holders. The express permission of the copyright holder must be obtained for any use of this material other than for purposes permitted by law.

•Users may freely distribute the URL that is used to identify this publication.

Users may download and/or print one copy of the publication from the University of Birmingham research portal for the purpose of private study or non-commercial research.
User may use extracts from the document in line with the concept of 'fair dealing' under the Copyright, Designs and Patents Act 1988 (?)

•Users may not further distribute the material nor use it for the purposes of commercial gain.

Where a licence is displayed above, please note the terms and conditions of the licence govern your use of this document.

When citing, please reference the published version.

Take down policy

While the University of Birmingham exercises care and attention in making items available there are rare occasions when an item has been uploaded in error or has been deemed to be commercially or otherwise sensitive.

If you believe that this is the case for this document, please contact UBIRA@lists.bham.ac.uk providing details and we will remove access to the work immediately and investigate.

The Affective Tones of Academic Life

Pesante

Midway upon the journey of our life I found myself within a forest dark, For the straightforward pathway had been lost. —Dante Alighieri, The Divine Comedy

Symptomatic of

meritocratic

mythical chimaeras,

the unmerciful drought

pushes you out

of la crème de la crème.

In tranquil detachment,

your tortured soul

agonizes, expressing

the unwanted effects

of a mistakenly prescribed

pharmaceutical paraphernalia's bravery.

The fluorescent infections, a colony of uncomfortably seated strangers. You, one more, invading invisible privileges. Naïvely, vainly battling the storm

before the harvest.

As pain writes your obituary with pieces of your skin and punctuates it with your coagulated blood, you, the impostor, meet the *Inferno* Game.

The game board assembles as a snow-capped triangle. Like many other colourful climbers desiring to partake, you take your chair and look out for any future dice swing prayers. Pointless to persist. . . Don't you dare! You'll soon burn out of favour. The game's overwhelming fire uses you to praise

its legitimate heirs.

Trionfante

Congratulations! A thousand citations, a milestone! The unhappiness machine, through its incomparable puissance, suits you well, wishes you well, creates miracles for you. In a delicate extract of guilt,

the machine's expertise restores vitality, combining your choice of shameful, gentle exfoliation with a cooling gel of *not good enough* for an instant light of burnout suffocation.

Resist, resilient, above and beyond. Work hard. Unlock your talent. Invest in yourself. Yes, you can achieve a better you, sleepless and restless, *la crème de la crème*, one step away from the restorative summit of success.

Eroico

But the scar is a sign of the injury: a good scar allows healing, it even covers over, but the covering always exposes the injury, reminding us of how it shapes the body.

-Sara Ahmed, The Cultural Politics of Emotion

An unconcerned driver,

caresses his narcissistic thoughts,

challenging the gloomy

winter landscape.

His priority is disrupted,

glorious interruptus,

'what is wrong with you?'

as he creates another roadkill.

Oops, one more female deer.

A doe dressed in wonder, fille

of nature,

her gaze distilling her innocence,

exhibiting,

without hesitation, her female power.

She risks the dangerous highway

And her courage meets a lethal,

last humiliation.

Oh, dear sister,

dear deer.

You don't stand out.

That's weird.

Barely noticeable,

Smashed and overlooked,

inaudible

is the deer's agonizing voice.

Her flesh in the snow, her weakly kicking legs, chilling the air

squeezing out those feminist

raindrops of killjoy.

Andante

Therefore, dear Sir, love your solitude and try to sing out with the pain it causes you. —Rainer Maria Rilke, Letters to a Young Poet

Beauty spots

hold an open question,

a mysterious enigma,

a visceral connection.

Beauty spots

keep secrets.

They unleash your intuitive being,

the divergent understanding from the margins,

the treasures of uncrowded metaphors.

Wondering beauty-

alive,

in deep appreciation

of collective discomfort

and normalized ignorance-

makes you surrender

to the astounding.

Beauty spots,

which, out of sight

in pure nothingness,

are what joy is all about.