Professor Brinkema's talk will begin with a genealogy of the turn to affect in cinema studies, articulating the different traditions that have taken seriously problems of sensation and emotion in relation to film texts and spectatorship. It will then revisit the argument of her 2014 *The Forms of the Affects* in order to set out her claims about the relationship between aesthetic form and affects. The case study of Quentin Dupieux’s 2010 postmodern horror film *Rubber* will pose specific questions about how affect is to be read, how affects relate to objects, and the relationship between violence and the ethical. Reading the toroidal form of the film's central figure of a killer tire, she will argue that the film stages a meta-formal thinking of two competing theories of affect only to disqualify both.