

# Contents

Preface	ix
List of Contributors	xv
<b>I. Preparation and Reception Processes</b>	
1. Motivation	3
<i>Peter Vorderer, Francis F. Steen, and Elaine Chan</i>	
2. Selective Exposure Processes	19
<i>Jennings Bryant and John Davies</i>	
3. Attention and Television	35
<i>Daniel R. Anderson and Heather L. Kirkorian</i>	
4. Perception	55
<i>L. J. Shrum</i>	
5. Comprehension and Memory	71
<i>Richard Jackson Harris, Elizabeth Tait Cady, and Tuan Quoc Tran</i>	
6. Media Information Processing	85
<i>Robert H. Wicks</i>	
<b>II. Reaction Processes</b>	
7. Fantasy and Imagination	105
<i>Patti M. Valkenburg and Jochen Peter</i>	

<b>8.</b>	<b>Attribution and Entertainment: It's Not Who Dunit, it's Why</b> <i>Nancy Rhodes and James C. Hamilton</i>	119
<b>9.</b>	<b>The Psychology of Disposition-Based Theories of Media Enjoyment</b> <i>Arthur A. Raney</i>	137
<b>10.</b>	<b>Empathy: Affective Reactivity to Others' Emotional Experiences</b> <i>Dolf Zillmann</i>	151
<b>11.</b>	<b>Audience Identification with Media Characters</b> <i>Jonathan Cohen</i>	183
<b>12.</b>	<b>Involvement</b> <i>Werner Wirth</i>	199
<b>13.</b>	<b>Dramaturgy for Emotions from Fictional Narration</b> <i>Dolf Zillmann</i>	215
<b>14.</b>	<b>Mood Management: Theory, Evidence, and Advancements</b> <i>Silvia Knobloch-Westerwick</i>	239
<b>15.</b>	<b>Social Identity Theory</b> <i>Sabine Trepte</i>	255
<b>16.</b>	<b>Equity and Justice</b> <i>Manfred Schmitt and Jürgen Maes</i>	273
<b>17.</b>	<b>Parasocial Interactions and Relationships</b> <i>Christoph Klimmt, Tilo Hartmann, and Holger Schramm</i>	291
<b>18.</b>	<b>Why Horror Doesn't Die: The Enduring and Paradoxical Effects of Frightening Entertainment</b> <i>Joanne Cantor</i>	315
<b>19.</b>	<b>Personality</b> <i>Mary Beth Oliver, Jinhee Kim, and Meghan S. Sanders</i>	329
<b>20.</b>	<b>Emotion and Cognition in Entertainment</b> <i>Dorina Miron</i>	343
<b>III.</b>	<b>Application of Psychological Theories and Models to Entertainment Theory</b>	
<b>21.</b>	<b>Sensation Seeking in Entertainment</b> <i>Marvin Zuckerman</i>	367
<b>22.</b>	<b>(Subjective) Well-Being</b> <i>Margrit Schreier</i>	389
<b>23.</b>	<b>Catharsis as a Moral Form of Entertainment</b> <i>Brigitte Scheele and Fletcher DuBois</i>	405
<b>24.</b>	<b>An Evolutionary Perspective on Entertainment</b> <i>Peter Ohler and Gerhild Nieding</i>	423
	<b>Author Index</b>	435
	<b>Subject Index</b>	453