

Contents

Acknowledgements — V

About the Editor — XIII

General Introduction

Ron Tamborini

Media Entertainment Theory and Research: Still an Amorphous Area — 3

Section 1: Retrospectives and Foundations

Julia Kneer, Ruud S. Jacobs, and Bartosz G. Żerebecki

Chapter 1

Media Effects Paradigms: Was There Ever a Magic Bullet? — 13

Josh Shepperd

Chapter 2

The Early Development of Audience Entertainment Research, 1937–1940 — 25

Prateekshit “Kanu” Pandey

Chapter 3

Humor and Mirth — 37

Arienne Ferchaud, Arthur A. Raney, Russell B. Clayton,
and Katherine R. Dale

Chapter 4

Emotion and Entertainment — 55

Katalin E. Bálint

Chapter 5

Audio-Visual Formal Features of Entertainment Messages — 69

Lars de Wildt, Kamile Grusauskaite, and Stef Aupers

Chapter 6

Encoding/Decoding Entertainment Media — 85

Section 2: **Key and Canonical Theories**

Irina Andreeva, Melanie C. Green, and Sneha Gupta

Chapter 7

Narratives and Entertainment Media — 103

Jayson L. Dibble and Sarah F. Rosaen

Chapter 8

Parasocial Interaction and Parasocial Relationship — 119

Matthew Grizzard, C. Joseph Francemone, and Rebecca Frazer

Chapter 9

Affective Disposition Theory — 133

Anthony M. Limperos and Aubree A. Herman

Chapter 10

Uses and Gratifications Theory — 149

Matea Mustafaj and Jan Van den Bulck

Chapter 11

Cultivation Theory and Entertainment — 163

Meghan S. Sanders

Chapter 12

Identification with Characters in Narratives — 177

Ezgi Ulusoy and Allison Eden

Chapter 13

Media Selection Processes in Entertainment — 189

Ryan L. Lange

Chapter 14

Media Habits and Entertainment — 203

Section 3: **Considerations of Content/Genre/Type/Setting**

Sofia V. Rhea and Laramie D. Taylor

Chapter 15

Crime Entertainment Media — 219

Jens Kjeldgaard-Christiansen
Chapter 16
Horror as Entertainment — 231

Nicky Lewis
Chapter 17
Sport as Entertainment — 245

Dana Mastro, Nancy Molina-Rogers, and Hannah Overbye
Chapter 18
Representation Matters: Ethnic/Racial Depictions in US Entertainment Media and the Implications for Audiences — 257

Mark Boukes, Ellen Droog, Britta C. Brugman, and Christian Burgers
Chapter 19
Political Satire — 273

Charisse L'Pree Corsbie-Massay and Robert J. Thompson
Chapter 20
Love It and/or Hate It: Journalism as Entertainment — 289

Tahleen Lattimer, Irina Andreeva, and Lindsay Hahn
Chapter 21
Entertainment Media's Effects on Child Audiences — 303

Anne Sadza, Serena Daalmans, Esther Rozendaal, and Moniek Buijzen
Chapter 22
Risk Behavior and Entertainment — 321

Laramie D. Taylor and Lindsay Roberts
Chapter 23
Sexual Content, Sexuality in Media — 337

Barbara Krahé
Chapter 24
Aggression and Violence in Entertainment Media — 351

Nancy A. Jennings and Vera Hawkins
Chapter 25
Entertainment-Education Media: Where Learning Is Fun — 369

Sophie H. Janicke-Bowles and Noel H. McGuire

Chapter 26

Transcendence and “Inspiring Media” — 383

Chingching Chang

Chapter 27

Branded Entertainment as a Win–Win Strategy for Consumers and Advertisers — 397

Section 4: Critical and Cultural Considerations

Douglas Schules, Kentaro Matsumoto, and Junxiao Yang

Chapter 28

Searching for Meaning: Positioning Fan Research within Trends in Communication Studies — 415

Serena Daalmans and Joël Hendrix

Chapter 29

Gender, Identity, and Entertainment — 429

Petros Iosifidis

Chapter 30

Globalisation — 445

Dietmar Kammerer

Chapter 31

Surveillance and Entertainment — 457

Purba Das

Chapter 32

Postcolonial Theory and Media Entertainment — 469

Philippe de Villemor Chauveau

Chapter 33

The Role of Paratexts in Media Entertainment — 481

Tonny Krijnen and Chiara Modugno

Chapter 34

Feminist Media Studies and Entertainment — 493

Katrin Döveling, Denise Sommer, Keith Robinson, and Lilian Suter

Chapter 35

Mediatization and Entertainment — 505

Robert Moses Peaslee and Molly Dowling

Chapter 36

Spaces and Places in Entertainment — 521

Section 5: Digital Media and Technology

Jih-Hsuan Tammy Lin

Chapter 37

Extended Reality and Metaverse Technology — 535

Marika Lüders

Chapter 38

Streaming Media and Entertainment Experiences — 549

Mark Johnson

Chapter 39

Esports and Game Streaming — 563

Heejae Lee, Yoon Esther Lee, and Nicholas David Bowman

Chapter 40

Video Games as Entertaining-yet-Demanding Interactivity — 577

Claire M. Segijn, Brittany R. L. Duff, and Gabi Schaap

Chapter 41

Media Multitasking and Entertainment — 591

Robert Joel Lewis

Chapter 42

Analytics in the Entertainment Industry — 605

Section 6: Advances and Conclusions

David R. Ewoldsen and Nancy Rhodes

Chapter 43

Priming and Exemplification: Implications for Entertainment — 623

Jacob T. Fisher, Chen (Crystal) Chen, and Xiaohan (Catherine) Hu

Chapter 44

The Biology of Entertainment — 635

Xuanjun (Jason) Gong and Richard Huskey

Chapter 45

**Computational Modeling Entertainment Media Choice and Decision-Making
in Communication Science — 649**

Ron Tamborini, Ralf Schmälzle, and Nicholas David Bowman

Chapter 46

The Role of Theory in Media Entertainment Research — 665

Author Biographies — 679

Index — 691