

Contents

Foreword	ix
<i>Marcia K. Johnson</i>	
Preface	xiii
1 Power Beyond Reckoning	1
An Introduction to Narrative Impact	
<i>Timothy C. Brock, Jeffrey J. Strange, and Melanie C. Green</i>	
Part I: The Experience of Stories	
2 Mythic Structures in Narrative	17
The Domestication of Immortality	
<i>Victor Nell</i>	
3 Emotions and the Story Worlds of Fiction	39
<i>Keith Oatley</i>	
4 “Get Up and Win!”	71
Participatory Responses to Narrative	
<i>James W. Polichak and Richard J. Gerrig</i>	

- 5** The Evolution of Interactive Media 97
Toward “Being There” in Nonlinear Narrative Worlds
Frank Biocca
- Part II: Real-World Impact of Narratives**
- 6** Controversial Narratives in the Schools 131
Content, Values, and Conflicting Viewpoints
Joan DelFattore
- 7** Entertainment Education and the Persuasive
Impact of Narratives 157
Michael D. Slater
- 8** Girls, Reading, and Narrative Gleaning 183
Crafting Repertoires for Self-Fashioning Within Everyday Life
Janice Radway
- 9** The Narrative Integration of Personal
and Collective Identity in Social Movements 205
Ronald N. Jacobs
- Part III: Theoretical Perspectives**
- 10** How Does the Mind Construct
and Represent Stories? 229
Arthur C. Graesser, Brent Olde, and Bianca Klettke
- 11** How Fictional Tales Wag Real-World Beliefs 263
Models and Mechanisms of Narrative Influence
Jeffrey J. Strange
- 12** The Pervasive Role of Stories in Knowledge
and Action 287
Roger C. Schank and Tamara R. Berman

13	In the Mind's Eye	315
	Transportation-Imagery Model of Narrative Persuasion	
	<i>Melanie C. Green and Timothy C. Brock</i>	
14	Insights and Research Implications	343
	Epilogue to <i>Narrative Impact</i>	
	<i>Timothy C. Brock, Melanie C. Green, and Jeffrey J. Strange</i>	
	Author Index	355
	Subject Index	365