

Contents

<i>List of contributors</i>	viii
1 Emotions and mass media: an interdisciplinary approach KATRIN DÖVELING, CHRISTIAN VON SCHEVE, AND ELLY A. KONIJN	1
PART I	
Emotions and mass media: from motives and consequences to meanings and measurements	13
2 The descent of emotions in media: Darwinian perspectives FRANK SCHWAB AND CLEMENS SCHWENDER	15
3 From noise to nucleus: emotion as key construct in processing media messages ELLY A. KONIJN AND JELTE M. TEN HOLT	37
4 Affective and emotional consequences of the mass media CHRISTOPHER P. BARLETT AND DOUGLAS A. GENTILE	60
5 The measurement of positive and negative affect in media research ANNIE LANG AND DAVID R. EWOLDSSEN	79
PART II	
The entertaining experiences of emotions through mass media	99
6 Mechanisms of emotional reactivity to media entertainments DOLF ZILLMANN	101
7 Media-based emotional coping: examining the emotional benefits and pitfalls of media consumption ROBIN L. NABI, JIYEON SO, AND ABBY PRESTIN	116

8	Tragic and poignant entertainment: the gratifications of meaningfulness as emotional response	134
	MARY BETH OLIVER AND JULIA K. WOOLLEY	
9	Fear reactions and the mass media	148
	JOANNE CANTOR	
10	Media enjoyment as a function of affective dispositions toward and moral judgment of characters	166
	ARTHUR A. RANEY	
PART III		
	Mass media, politics, persuasion, and public emotions	179
11	Emotion, media, and the global village	181
	ROSS BUCK AND STACIE RENFRO POWERS	
12	Nonverbal communication, emotion, and political evaluation	195
	ERIK P. BUCY	
13	Disaster news and public emotions	221
	MERVI PANTTI	
14	Emotion in persuasion and risk communication	237
	MONIQUE M. TURNER	
15	Creating fear: transforming terrorist attacks into control and consumption	259
	DAVID L. ALTHEIDE	
PART IV		
	Emotions beyond the message: features, forms, and functions	273
16	The influence of form and presentation attributes of media on emotion	275
	BENJAMIN H. DETENBER AND ANNIE LANG	
17	Effects of presentation and editing on emotional responses of viewers: the example of TV news	294
	DAGMAR C. UNZ	
18	Visual emotions – emotional visuals: emotions, pathos formulae, and their relevance for communication research	310
	MARION G. MÜLLER AND ARVID KAPPAS	
19	Reactive and reflective responses to mass media	332
	GERALD C. CUPCHIK	

PART V

Emotions and next generation media 347

**20 Using automated facial expression analysis for emotion
and behavior prediction** 349

SUN JOO AHN, JEREMY BAIENSON, JESSE FOX, AND MARIA JABON

**21 Emotionally resonant media: advances in sensing,
understanding, and influencing human emotion through
interactive media** 370

JONATHAN GRATCH

**22 Virtual interface agents that adapt to user emotion
and interest** 388

HELMUT PRENDINGER AND MITSURU ISHIZUKA

Index 407