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1.

Jungian theory can bring tools to film and media studies and ways of understanding screen images and narratives. He also demonstrates how Jungian analysis can provide us with insights into the psychological dimensions of contemporary mythology and the subjective experience of audiences. Perhaps most controversially, he argues that in the Western world cinema and television bear much of the responsibility for collective emotional mediation that in previous centuries was borne by organised religion. This 2001 book is a valuable resource for students of film and media studies, cultural studies and psychoanalytic studies.