

1. Record Nr.	UNINA9910464896203321
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Titolo	Moving viewers [[electronic resource] ] : American film and the spectator's experience // Carl Plantinga
Pubbl/distr/stampa	Berkeley, : University of California Press, c2009
ISBN	1-282-77262-7 9786612772627 0-520-94391-0
Descrizione fisica	1 online resource (295 p.)
Disciplina	302.23/43
Soggetti	Motion picture audiences - Psychology Motion pictures - United States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 253-267) and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Acknowledgments -- Introduction: Affect and the Movies -- 1. Pleasures, Desires, Fantasies -- 2. Movies and Emotions -- 3. Stories and Sympathies -- 4. The Sensual Medium -- 5. Affective Trajectories and Synesthesia -- 6. Negative Emotions and Sympathetic Narratives -- 7. The Rhetoric of Emotion -- Conclusion: Moving Viewers -- Notes -- Bibliography -- Index
Sommario/riassunto	Everyone knows the thrill of being transported by a film, but what is it that makes movie watching such a compelling emotional experience? In <i>Moving Viewers</i> , Carl Plantinga explores this question and the implications of its answer for aesthetics, the psychology of spectatorship, and the place of movies in culture. Through an in-depth discussion of mainstream Hollywood films, Plantinga investigates what he terms "the paradox of negative emotion" and the function of mainstream narratives as ritualistic fantasies. He describes the sensual nature of the movies and shows how film emotions are often elicited for rhetorical purposes. He uses cognitive science and philosophical aesthetics to demonstrate why cinema may deliver a similar emotional charge for diverse audiences.

