

1. Record Nr.	UNINA9910639888603321
Autore	Donnelly K. J.
Titolo	The McGurk Universe : The Physiological and the Psychological in Audiovisual Culture // by K.J. Donnelly
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783031186332 9783031186325
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (227 pages)
Collana	Palgrave Studies in Audio-Visual Culture, , 2634-6362
Disciplina	371.33 306.019
Soggetti	Motion pictures Psychology Science - Social aspects Culture - Study and teaching Audio-Visual Culture Behavioral Sciences and Psychology Sound Studies Cultural Studies
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	CHAPTER 1 Introduction -- CHAPTER 2: The McGurk Universe – Neuro and Aesthetic Theory -- CHAPTER 3: Perpetual Realism: Mediating Fantasy and Reality -- CHAPTER 4: Mediating the Psychological and the Physiological -- CHAPTER 5: Spandrels and Synergy -- CHAPTER 6: 'Gymnasium for the Senses': the Artificiality of Audiovisual Space -- CHAPTER 7: Conclusion.
Sommario/riassunto	This book reconsiders audiovisual culture through a focus on human perception, with recourse to ideas derived from recent neuroscience. It proceeds from the assumption that rather than simply working on a straightforward cognitive level audiovisual culture also functions more fundamentally on a physiological level, directly exploiting precise aspects of human perception. Vision and hearing are unified in a merged signal in the brain through being processed in the same areas.

This is illustrated by the startling 'McGurk Effect', whereby the perception of spoken sound is changed by its accompanying image, and counterpart effects which demonstrate that what we see is affected by different sounds accompanying sounds. This blending of sound and images into a whole has become a universal aspect of culture, not only evident in films and television but also in video games and short Internet clips. Indeed, this aesthetic formation has become the dominant of this period. The McGurk Universe attends to how audiovisual culture engages with and mediates between physiological and psychological levels. K.J. Donnelly is Professor of Film and Film Music at the University of Southampton, UK, and author of *The Shining* (2017), *Magical Musical Tour* (2015), *Occult Aesthetics* (2013), *British Film Music and Film Musicals* (2007), *The Spectre of Sound* (2005), and *Pop Music in British Cinema* (2001).
