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Sommario/riassunto	Frames of Mind provides a fresh and stimulating introduction to the world of Post-Jungian film and television studies. To orientate the reader the book starts with an overview of analytical psychology and how it has been used to analyze films. From that starting point it broadens out to include topics such as: why we have genuine emotional responses to films which we know to be unreal; how and why we watch television; the unconscious motifs of advertising; and the psychological role that technology plays in contemporary society. Film and television programmes considered in Frames of Mind inclu