RESPONDING TO THE SCREEN Reception and Reaction Processes

Edited by
Jennings Bryant
Dolf Zillmann
University of Alabama

Contents

	Contributors	ix
	Preface	хi
PART I	RECEPTION AND REACTION PROCESSES	
Chapter 1	Paying Attention to Television Daniel R. Anderson and John Burns	3
Chapter 2	Children's Comprehension Processes: From Piaget to Public Policy Edward L. Palmer and Maurya MacNeil	27
Chapter 3	Construct Accessibility: Determinants, Consequences, and Implications for the Media David M. Sanbonmatsu and Russell H. Fazio	45
Chapter 4	Perceiving and Responding to Mass Media Characters Cynthia Hoffner and Joanne Cantor	63
Chapter 5	Television Viewing and Physiological Arousal Dolf Zillmann	103
Chapter 6	Empathy: Affect From Bearing Witness to the Emotions of Others Dolf Zillmann	135
		vii

viii Contents

Chapter 7	Fright Responses to Mass Media Productions Joanne Cantor	169
Chapter 8	Online and Offline Assessment of the Television Audience , Daniel R. Anderson and Diane E. Field	199
Chapter 9	Evolving Cognitive Models in Mass Communication Reception Processes Jennings Bryant and Steven C. Rockwell	217
PART II	RESPONDING TO PROGRAM GENRES	
Chapter 10	Responding to News and Public Affairs Barrie Gunter	229
Chapter 11	Responding to Comedy: The Sense and Nonsense of Humor Dolf Zillmann and Jennings Bryant	261
Chapter 12	The Logic of Suspense and Mystery Dolf Zillmann	281
Chapter 13	Responding to Horror: Determinants of Exposure and Appeal Ron Tamborini	305
Chapter 14	Responding to Erotica: Perceptual Processes and Dispositional Implications James Weaver	329
Chapter 15	The Social Psychology of Watching Sports: From Iluim to Living Room Peter B. Crabb and Jeffrey H. Goldstein	355
Chapter 16	Perceiving and Processing Music Television Barry L. Sherman and Laurence W. Etling	373
	Author Index	389
	Subject Index	405