



Neuroscience and Media: New Understandings and Representations (Routledge Research in Cultural and Media Studies)

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This volume explores how advances in the fields of evolutionary neuroscience and cognitive psychology are informing media studies with a better understanding of how humans perceive, think and experience emotion within mediated environments. The book highlights interdisciplinary and transdisciplinary approaches to the production and reception of cinema, television, the Internet and other forms of mediated communication that take into account new understandings of how the embodied brain senses and interacts with its symbolic environment. Moreover, as popular media shape perceptions of the promises and limits of brain science, contributors also examine the representation of neuroscience and cognitive psychology within mediated culture.

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