



## INVITATION TO THE LECTURE

# “Elevation as an Emotional Response to Moral Beauty in Entertainment”

Prof. Dr. Mary Beth Oliver

Distinguished Professor of Pennsylvania State University, USA

Thursday, 1st of July 2010, 11.10 AM

von-Gerber-Bau, Vorlesungssaal 038, Bergstraße 53\*



Prof. Mary Beth Oliver

**Prof. Dr. Mary Beth Oliver** is a distinguished professor at the Department for Film/Video and Media Studies at Penn State University, USA. Her research focuses on entertainment psychology and on social cognition and the media. Her recent publications on these topics have ap-

peared in the *Journal of Communication*, *Human Communication Research*, and the *Journal of Broadcasting & Electronic Media*, among others. She is co-editor with Jennings Bryant on *Media Effects: Advances in Theory and Research* (3rd ed.) and with Robin Nabi on *The Sage Handbook of Media Processes and Effects*.

**Prof. Dr. Mary Beth Oliver** addresses how media entertainment has generated considerable concern throughout recent history about a variety of harms that it may cause to viewers and society. Likewise, scholarly research on viewers' responses to entertainment has tended to reflect these concerns, characterizing viewers as hedonistic “pleasure seekers.” This talk will examine the utility of expanding upon notions of entertainment to include gratifications focusing on meaning, insight, and emotions that accompany portrayals of “moral beauty.” An overview of on-going scholarship will highlight the importance of recognizing that although viewers often experience entertainment in terms of *enjoyment*, entertainment can also be deeply *appreciated* for its insights into life meanings, human frailties, and life poignancies. Implications of viewer appreciation on pro-social motivations will be addressed, as will changes in the entertainment landscape reflected in newer technologies such as user-generated media.