Invitation to the Sammy Ofer School of Communications' School Seminar

A lecture by:

Dr. Keren Eyal
Sammy Ofer School of Communications

On:

”Me and my (mediated) friends: The importance of mediated personalities in explaining media's effects on youth”

Tuesday, January 3rd, 2012, 12:00 p.m., Room C-228, Arazı-Ofer Building, IDC Herzliya

The media have often times been attributed a role in shaping and changing the attitudes, perceptions, and behavioral patterns of young audiences. In recent years, there has been a great growth in research acknowledging the importance of mediated characters and personalities in explaining media effects. Specifically, the relationships that audiences form with these personalities – such as identification, empathy, and perceived similarity – make these characters a significant component of people's social networks and can impact the ways in which the audience is exposed to, interprets, and is impacted by media content. This lecture will focus on parasocial relationships that young adults form with mediated personalities. It will review what is known about these relationships and introduce several studies that have examined the mediating role of parasocial relationships in the link between media exposure and young audience's perceptions and attitudes in the realms of sexuality and body image.

The lecture will be conducted in Hebrew