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Understanding Media Enjoyment: The Role of Transportation Into Narrative Worlds

Melanie C. Green , Timothy C. Brock, Geoff F. Kaufman

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Abstract

“Transportation into a narrative world” is an experience of cognitive, emotional, and imagery involvement in a narrative. Transportation theory (Green & Brock, 2000, 2002) provides a lens for understanding the concept of media enjoyment. The theory suggests that enjoyment can benefit from the experience of being immersed in a narrative world, as well as from the consequences of that immersion. Consequences implied by transportation theory include connections with characters and self-transformations.

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