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Synthetic Experiences: How Popular Culture Matters for Images of International Relations

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International Studies Quarterly, Volume 61, Issue 3, 1 September 2017, Pages 503–516, https://doi.org/10.1093/isq/sqx053

Published: 10 November 2017





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Abstract

Many researchers assert that popular culture warrants greater attention from international relations scholars. Yet work regarding the effects of popular culture on international relations has so far had a marginal impact. We believe that this gap leads mainstream scholars both to exaggerate the

influence of canonical academic sources and to ignore the potentially great influence of popular culture on mass and elite audiences. Drawing on work from other disciplines, including cognitive science and psychology, we propose a theory of how fictional narratives can influence real actors' behavior. As people read, watch, or otherwise consume fictional narratives, they process those stories as if they were actually witnessing the phenomena those narratives describe, even if those events may be unlikely or impossible. These "synthetic experiences" can change beliefs, reinforce preexisting views, or even displace knowledge gained from other sources for elites as well as mass audiences. Because ideas condition how agents act, we argue that international relations theorists should take seriously how popular culture propagates and shapes ideas about world politics. We demonstrate the plausibility of our theory by examining the influence of the US novelist Tom Clancy on issues such as US relations with the Soviet Union and 9/11.

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