



Parasocial Contact in Documentary

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Perspective

- Monograph: “Documentary Spectatorship, Stereotypes and Stigma” (Palgrave, 2022)
- Documentary: any narrative-based AV factual media
- Social psychology, cognitive film theory
- Reducing stigma and intergroup prejudice through on-screen representation
- Research-led media practice
- Media practice – media industry

THE NATURE OF PREJUDICE

GORDON W. ALLPORT

A comprehensive and penetrating study
of the origin and nature of prejudice.

Abridged



A DOUBLEDAY ANCHOR BOOK

Contact Hypothesis (Allport, 1954)

- Intergroup prejudice reduction (ingroup-outgroup)
- Conditions:
 - Sustained, direct interaction
 - Cooperation towards common goals
 - Sense of equal status
 - Authoritative sanctioning
- Aim is to reduce social distance (Yang, 2012)
 1. Decrease outgroup homogeneity
 2. Increase motivation for intergroup contact
 3. Increase motivation of intergroup knowledge acquisition

Parasocial Contact Hypothesis (Schiappa et al, 2005)

- Parasocial interaction (Horton and Wohl, 1956)
- Parasocial contact conditions:
 1. Sustained contact
 2. Positive contact: predictability (uncertainty reduction), similarity, likability, trustworthiness, physical attractiveness
 3. Outgroup salience

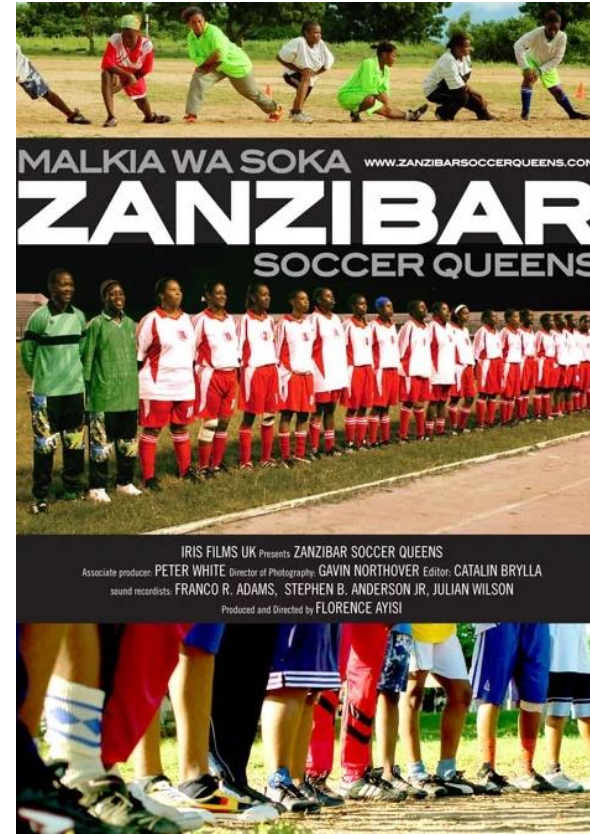




Parasocial Contact in Documentary

- Parasocial contact conditions adapted
 - Equal status
 - Common interests
 - Outgroup salience



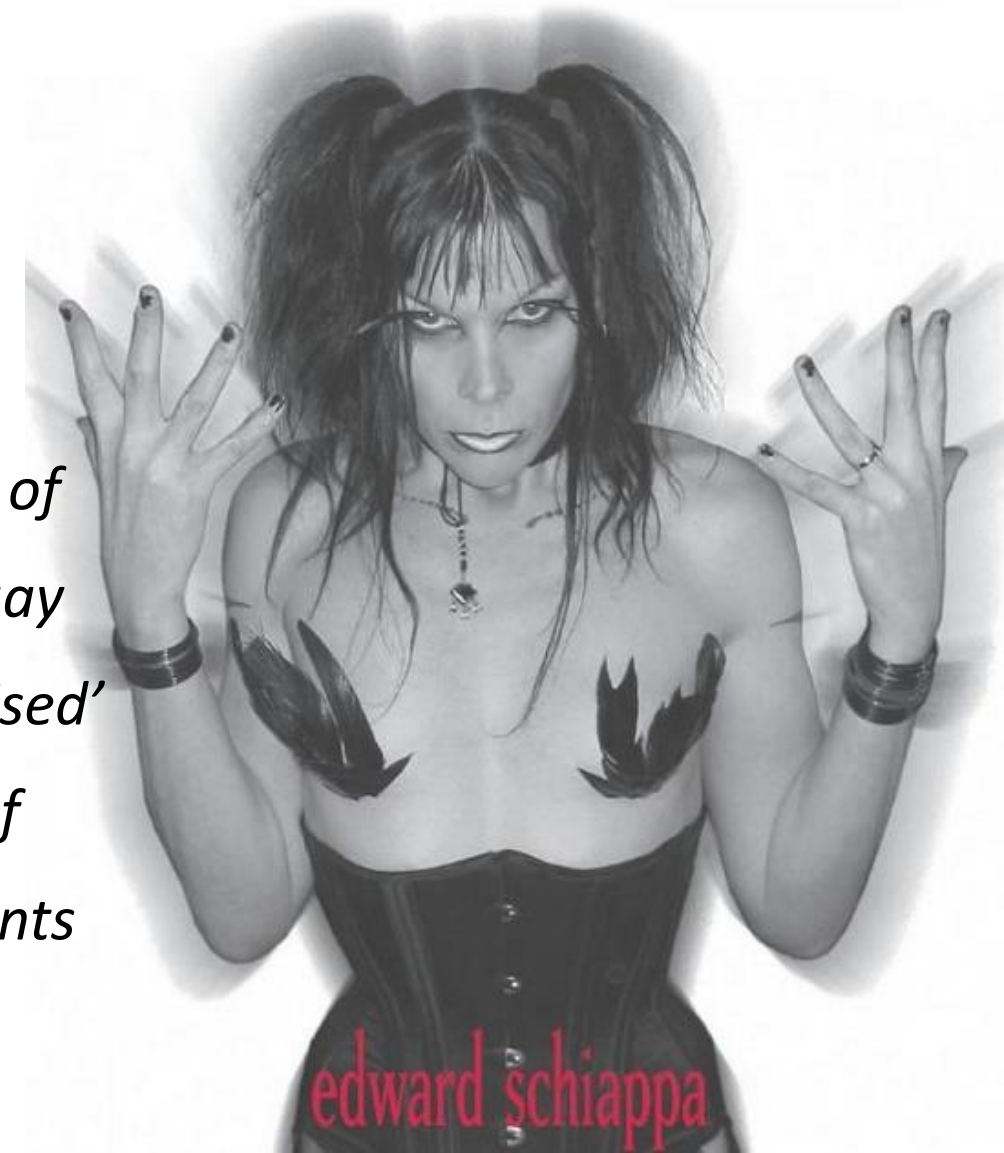


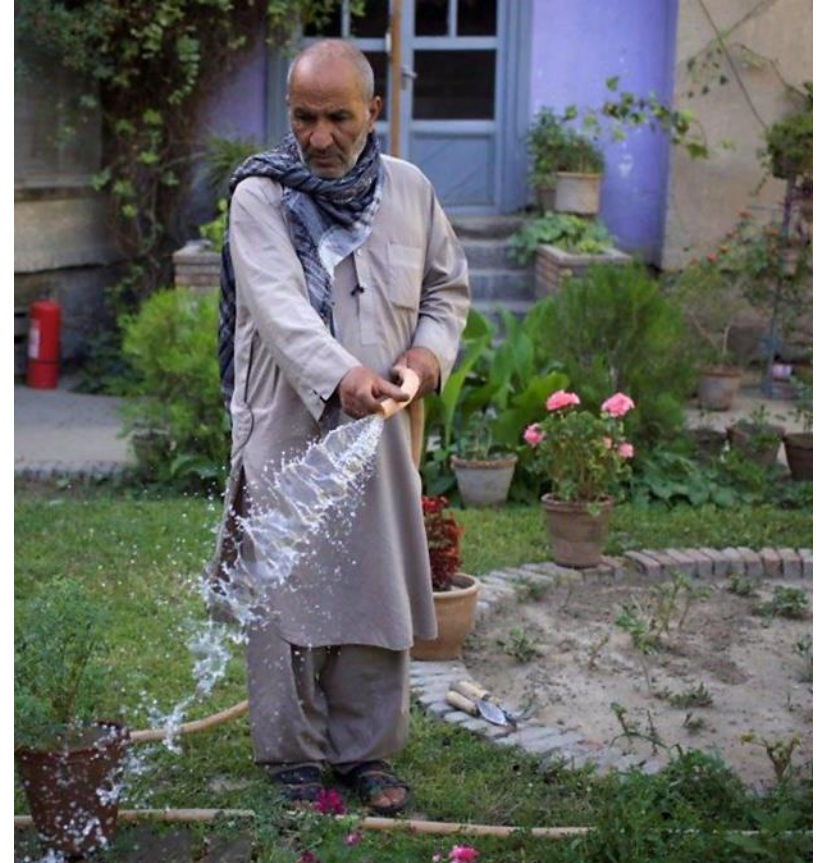
Parasocial Contact and Representational Correctness

- Positive contact <> *“the criteria for judging representations cannot be purity, innocence, and simultaneity”* (p. 160)
- *“The issue is not a context-free question of what sort of representation of homosexuality is ‘too gay’ or ‘not gay enough’, or what racial representations are ‘deracialised’ or ‘stereotypical’, but an audience-specific question of what sorts of category attributes and social judgements increase or decrease prejudice.”*(p. 162)

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beyond representational correctness

rethinking criticism of popular media





Thank you for listening!