

an immediate partnership

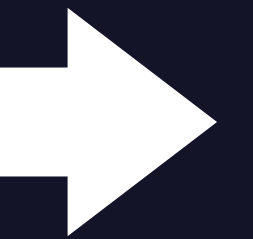
parasocial relationships are

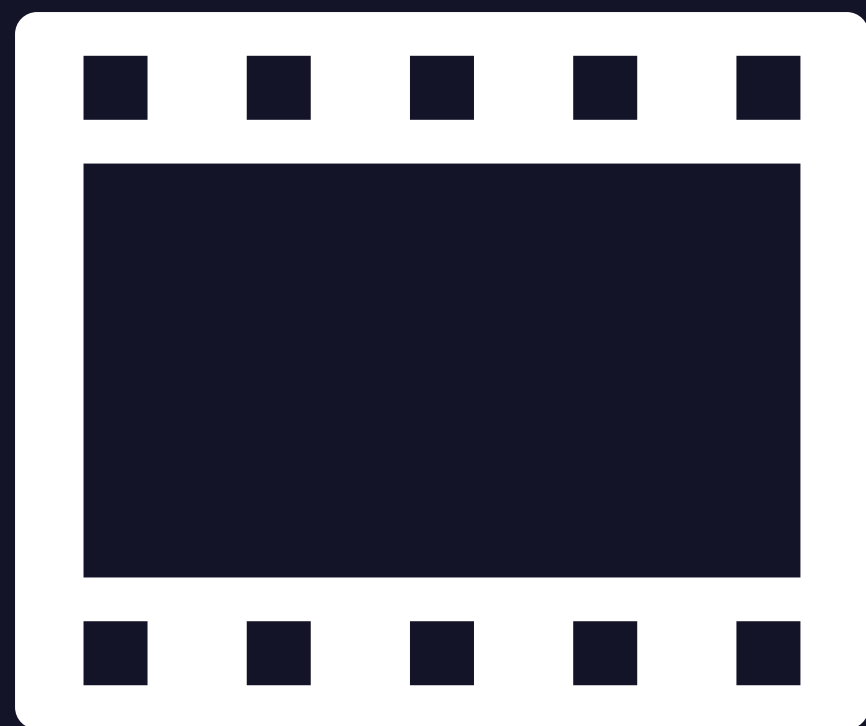
a mediated pseudorelationship

(Levy, 1979)

They are:

- far from fake (albeit one-sided)
- *like* social relationships
- developed from a false sense of intimacy
- different from parasocial interaction





transmedia
storytelling



parasocial
relationships

