

DISCUSSION

- Talk to each other, not just me
- Ask questions if you need clarification on what someone has said
- Try not to interrupt!
- You don't need to raise your hand but please try to consider your 'airtime' and how much you've spoken in relation to others.
- Don't put down someone else's ideas - explain why your interpretation differs (or ask a follow-up question!)

Donald Horton and Richard Wohl argue that media texts encourage members of their audience to develop “parasocial” relationships, which give an illusion of a “seeming face-to-face relationship” with media performers (216). John Caughey extends Horton and Wohl’s conceptualization of “parasocial interaction,” and argues that scholarship exploring the motivations driving social interactions has ignored imaginary social relationships. He asserts that researchers should apply ethnographic methods to imaginary relationships because “like actual social worlds, imaginary worlds are social worlds” (29, emphasis in original).

—Click et al, p. 362

- Should parasocial relationships be analysed in the same terms as actual relationships? Why or why not?
- Horton and Wohl tend to pathologise the parasocial; Caughey embraces it as a form of reality. What do you think?