

**HORROR FILMS: CURRENT RESEARCH ON AUDIENCE
PREFERENCES AND REACTIONS (ROUTLEDGE
COMMUNICATION SERIES)**

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As part of the imagination fictional events are matched with higher order genre-specific narrative schemas, and then dealt with as possibilities in a particular world. In the case of apparent motion, we also need to understand how a succession of retinal images are perceived as one or more objects in motion Footnote 11 Apparent motion in film viewing needs to be smooth, Footnote 12 and depends on frame rates and masking effects.

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construction must involve event schemas and cognitive principles removed from anything immediately given in the film. Depending on the interval between presentations apparent motion can be seen.