



Parasocial Politics: Audiences, Pop Culture, and Politics

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The popularity of cable news, satire, documentaries, and political blogs suggest that people are often absorbing and dissecting direct political messages from informational media. But entertainment media also discusses the important political issues of our time, though not as overtly. Nonetheless, consumers still learn, debate, and form opinions on important political issues through their relationship with entertainment media. While many scholarly books examine these political messages found in popular culture, very few examine how actual audiences read these messages. *Parasocial Politics* explores how consumers form complex relationships with media texts and characters, and how these readings exist in the nexus between real and fictional worlds. This collection of empirical studies uses various methodologies, including surveys, experiments, focus groups, and mixed methods, to analyze how actual consumers interpret the texts and the overt and covert political messages encoded in popular culture.

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