

[Download ebook] Flicker: Your Brain on Movies

Flicker: Your Brain on Movies

Jeffrey Zacks

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#472751 in Books Zacks Jeffrey 2014-12-01 Original language: English PDF # 1 6.40 x 1.30 x 9.40l, .0 #File Name: 0199982872360 pages Flicker Your Brain on Movies | File size: 55.Mb

Jeffrey Zacks : Flicker: Your Brain on Movies before purchasing it in order to gage whether or not it would be worth my time, and all praised Flicker: Your Brain on Movies:

4 of 4 people found the following review helpful. but the writing is not as peppy as science writing by journalists like Michael Lewis or Steven Johnson By Alex Zacks is an interesting and insightful cognitive scientist, but the writing is not as peppy as science writing by journalists like Michael Lewis or Steven Johnson. There is less narrative and more emphasis on facts. That said, I have great confidence in Zacks' presentation of the research--I don't think that there will be any Malcolm Gladwell-style backlash, because he is careful and not extravagant in his language. I would

recommend this book to people who have some interest in cognitive science, but not to total novices. It is the kind of book that will ask you to think more than just a typical pop psych title, but is written broadly enough to appeal to people who are used to reading about science. 0 of 0 people found the following review helpful. Really interesting read! By Julie Sometimes this goes a little over my head but in general it's really interesting and explains so much about why we let be movies so much! I really enjoyed it! 1 of 1 people found the following review helpful. The material is clearly presented and is easy to read. By Customer This book shows the science of films. The material is clearly presented and is easy to read; the science is easy to understand, and the results are a good read that shows why cinema is a wonder to behold.

How is it that a patch of flickering light on a wall can produce experiences that engage our imaginations and can feel totally real? From the vertigo of a skydive to the emotional charge of an unexpected victory or defeat, movies give us some of our most vivid experiences and lasting memories. They reshape our emotions and worldviews--but why? In *Flicker*, Jeff Zacks delves into the history of cinema and the latest research to explain what happens in your head when you sit down in the theatre and the lights go out. Some of the questions *Flicker* answers: Why do we flinch when Rocky takes a punch in Sylvester Stallone's movies, duck when the jet careens towards the tower in *Airplane!*, and tap our toes to the dance numbers in *Chicago* or *Moulin Rouge*? Why do so many of us cry at the movies? What's the difference between what happened in a movie and what happened in real life--and can we always tell the difference? To answer these questions and more, *Flicker* gives us an engaging, fast-paced look at the mind's fascinating relationship with the silver screen.

Praise for *Flicker: Your Brain on Movies* "Zacks is an academic who remembers how to communicate with ordinary people. The more technical passages, which explain how event models underpin so much of our cognition, or how visual processing is actually nothing like taking a picture, aren't heavy going. But at the same time, there are a confidence and precision that reassure us things are not being dumbed down." --The Guardian