

# Seduction in Popular Culture, Psychology, and Philosophy

Part of the Advances in Psychology, Mental Health, and Behavioral Studies Book Series

Constantino Martins (Nova University of Lisbon, Portugal) and Manuel Damásio (Lusófona University, Portugal)

## Description:

Seduction is a complicated concept that is a part of the general human experience. Despite the prevalence of seduction in our personal lives as well as within popular culture, the concept has not been widely discussed and researched as an academic field.

**Seduction in Popular Culture, Psychology, and Philosophy** explores the concept of seduction and the many ways it can be understood, either as a social and individual practice, a psychological trait, or a schema for manipulation, by taking a cross-disciplinary approach.

## Readers:

This publication features research-based chapters relevant to sociologists, media professionals, psychologists, philosophers, advertising professionals, researchers, and graduate level students studying in related areas.

**ISBN:** 9781522505259

**Release Date:** August, 2016

**Copyright:** 2017

**Pages:** 338

## Topics Covered:

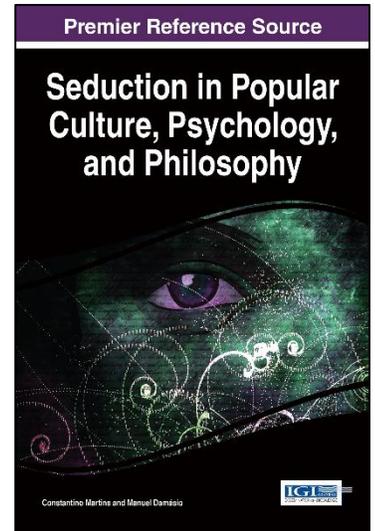
- Cinema Studies
- Consumer Psychology
- Media Studies
- Mutually Assured Destruction
- Rhetoric
- Social Psychology
- Willpower

**Hardcover +  
Free E-Access:**

**\$175.00**

**E-Access +  
Free Hardcover:**

**\$175.00**



## Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: [www.igi-global.com](http://www.igi-global.com)

## Table of contents

### Section I: Foundations

**Chapter 1: The Seduction of Science: How Paradigms Can Lead One Astray**  
Ben Trubody

**Chapter 2: Seduction, Rationality and Willpower**  
Adrien Barton

**Chapter 3: On Seduction: A Romantic Conversation**  
Simber Atay

### Section II: Seduction imagined in popular culture

**Chapter 4: Everybody's got a hungry heart: Kierkegaard and Hitchcock**  
Constantino Pereira Martins

**Chapter 5: Seduction And Mutually Assured Destruction: The Modern Femme Fatale In 'Gone Girl'**  
Ana Cabral Martins

**Chapter 6: Horror's Seduction through art: Death Representation**  
Teresa Viana Lousa

**Chapter 7: Postmodern Cinema of Seduction: Subaltern/folk-inspired Hindi film song and dance, and the art of deferral and play**  
Reena Dube

### Section III: Uses of seduction

**Chapter 8: Seduction in Works of Art**  
Laura González

**Chapter 9: Seduction and Surprise: Discovering Invisible Emotions for Commitments**  
Dina Mendonça

**Chapter 10: Social Psychology, the seduction of consumers**  
John Graham Wilson

**Chapter 11: Rhetoric of seduction: From an iconocratic advertising to a tautological culture**  
Paulo Barroso

**Chapter 12: Scepticism and Seduction**  
Cesar Kiraly

Constantino Pereira Martins's academic interests cover an area of research at the intersection of Theology, Political Philosophy, Cinema and Aesthetics. Graduation and Master in Philosophy. Currently PhD student at Nova University of Lisbon with the support of FCT Foundation. His present investigation is focused on Humor and Comedy. The research is building a relation between Cinema and Philosophy, aiming for both theoretical and pragmatic approach. The analysis of Humor seeks to understand its profligacy and founding disruption. Regarding the aesthetic movement, the aim is to build a general theory of genre, in the subversive loop that animates the search for the radicalism and impurity of humour. In the dilemma of identity, between subjectivity and the collective, the cinematic effects will be targeted towards the analysis of Chaplin and Woody Allen.

Manuel José Damásio is the Head of the Film and Media Arts Department at Universidade Lusófona de Humanidades e Tecnologias in Lisbon, Portugal. He Holds a Phd from Universidade Nova de Lisboa and a Msc from Napier University in the Uk. He has worked extensively in the areas of media and audiences research and is the author of more than 50 articles in international journals with peer review and 25 chapters in peer reviewed international handbooks. He's the author of two books on media theory and digital media. He's currently the principal investigator in one h2020 and two Erasmus + research and training projects.