

## Interest #1

Film and Cognition are two forces which intertwine constantly. There are hundreds of subgenres which aim to dissect not only the minds of the characters in the film, but the audience that views them.

Through themes such as Memory, Artificial Intelligence, Horror, and Science Fiction, filmmakers aim to create an experience that mimics and increases the cognitive processes of their viewers.

Specifically, in the Horror genre, films can invoke cognitive, emotional and physical responses in their audiences. Increased paranoia, rapid heartrate, and shakiness are just some of the responses a person can feel whilst watching a horror film.

But why is that? Why do Horror films receive such a response from those who view them, and what goes into making these films be perceived in that way?