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A common topic that that induces fears in many is the unexplainable, however, the unexplainable is only the surface of a deeper concept. Most debunked “unexplainable” events have scientific explanations, but when one enters the realm of paranormal, or the scientifically unexplainable, one has entered the twilight zone of unexplainable phenomena. Paranormal activity has been documented through time even though many consider it irrational. There seems to be a corner of the brain that sets rationality aside and renders many people not only believers but also followers in interest of paranormal activity. Belief in paranormal activity resembles religious belief, which is very well represented throughout the world. It is this kind of psychological process that allows movie creators to create a popular blockbuster film and influence the lives of viewers. I would like to propose this question: how do people gain belief in otherworldly phenomena, such as paranormal activity or religion, even though there is no scientific evidence to make them believable? Many people have scientifically improbable beliefs and fears, and it forces them to act in different ways. In the case of horror movies, many people will lose sleep or have unnecessarily elevated anxiety levels for many days after watching one. However, in broader context, multitudes of people can be scared easily by unscientific perceptions which is problematic when it comes to influencing a population. After analyzing horror, particularly in movies, I can take apart the 2007 film “Paranormal Activity”. Paranormal Activity is a film composed of synchronized personal video camera shots of a family trying to catch footage of paranormal activity in its cursed house. The film is notoriously scary and one that I find interesting in that its horror comes not from wicked faces or jump scares, but rather subtle tactics that use clever camera tricks, perspectives, and psychological attacks. I will be looking for what different kinds of psychological tactics (in camera angles, dialogue, events, music or lack thereof, etc.) are used throughout the film.