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ABSTRACT

It is presented a cross-cultural research with a quasi-experimental design about the persuasive impact of the movie "A Day without a Mexican" (Sergio Arau, 2004) on attitudes and beliefs towards immigration. The study was carried out in two different cultural contexts: Spain, a recent new immigration country, and Mexico, an emigrant country. 169 university students participated in the study, from Spain (*n* = 93) and Mexico (*n* = 76). The results showed that experimental exposition to the movie "A day without a Mexican" induced a positive attitudes and beliefs about the positive economic impact of immigration on host societies. Finally, it was contrasted that identification with movie's characters was a very important mediating variable in order to explain the narrative persuasive impact of "A day without a Mexican".

Keywords: Narrative persuasion, identification with the characters, immigration, cross-cultural research, quasi-experimental design.

INTRODUCTION

The research presented herein is related to incidental persuasion study in media entertainment effects context. Even though there is a great volume of researches about effect of *media entertainment* in social reality perception (e.g., Shrum, 2002), the power of audiovisual narratives has not been sufficiently researched (Green, Strange and Brock, 2002). Particularly, researches about persuasive impact from a sole audiovisual production or from

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one unique opportunity to expose a content into a media entertainment; this is especially the focus of our investigation herein presented. In this context, a quasi-experimental cross-cultural type research was planned so as to evaluate the impact of the feature film *A day without a Mexican,* which deals with immigration positive consequences for host country, in two different cultural context regarding migratory processes: Mexico (emigrant country) and Spain (immigration country). The movie in question (*A Day without a Mexican*, a Mexico-United States co-production, directed by Sergio Arau in 2004) presents a positive vision about immigration, standing out beneficial effects bond to economical development, censuring at the same time, racist, discriminatory or xenophobic behaviors, from United States citizens, regarding immigration coming from Latin America.

Incidental Persuasion through Fiction Audiovisual Narrations

One of the main challenges in communication research is to decipher and to explain how media entertainment effects are produced, especially audiovisual fiction (Green, Strange and Brock, 2002; Shanahan and Morgan, 1999; Shrum, 2004). Researches developed from Cultivation Theory perspective have led us to conclude that continuous and repeated exposure to TV fiction contents influences attitudes and beliefs of TV audience (Shrum, 2002). Also, it has been proved that exposure to specific fiction contents as written narrations, feature films, TV series or audiovisual productions developed in the education-entertainment field, influences attitudes and beliefs significantly about topics dealt with in such narrations (Butler, Koopman and Zimbardo, 1995; Feldman and Sigelman, 1985; Green and Brock, 2000; Igartua and Paez, 1997a,b; Slater, Rouner and Long, 2006; Wilkin, Valente, Murphy, Cody, Huang and Beck, 2007).

In a study carried out by Geissler (1981), it was analyzed by an experimental design with pre and post-test measures and control group, the effect of the documentary film *Hitler, eine Karriere* (directed by Joachim C. Fest in 1977) over attitudes to national socialism and to Hitler. The film offered a psychology vision of the story, not giving too much attention to structural causes which made Hitler to come to power. He appeared as a leader, with a great capacity to move masses, like a character that had known how to face chaos in which German was immersed before being in power. At the same time, cruelty and crimes committed under Hitler regime (Jewish holocaust) became "invisible" (since they were not treated deeply). Study results showed that exposure to the film led to a change in Hitler's evaluation. Compared with pre-test measure and related to control group, individuals who saw the film tended to show in a post-test, a more ambivalent attitude to Hitler. In this way, it was proved that film led to a certain "attraction" or "fascination" and at the same time, "repugnancy" toward Hitler.

Feldman and Sigelman (1985) carried out a study to evaluate the impact on political attitudes of TV broadcasting of the film *The Day after* (directed by N. Meyer, in 1983). Such feature film deals with consequences from a nuclear war, focusing the story on destruction occurred in a USA community, offering a concrete scene with great brighten images. A week before film release, it was effectuated a phone survey to the same person participating in the sample, and it was applied again some days after TV broadcasting. The results indicated film led to an increase in interest and worry about nuclear war subject; meaning, its salience as a public matter was increased. In addition, it proved that individuals who saw the film tended to believe (mostly than those who

had not seen it) that possibilities to access to basic services (food, shelter, medical care) and surviving likelihood after a nuclear attach were minimum.

Butler et al. (1995) analyzed empirically impact on political attitudes, beliefs and behaviors of *JFK,* feature film (directed by Oliver Stone en 1991). Such film analyzes in detail the mystery that surrounded John Fitzgerald Kennedy (JFK) murder, being considered the *conspiracy thesis* (in which FBI, CIA and the Vice-President Lyndon B.Johnson himself would have intervened in it) as the most approximate interpretation to reality. In order to analyze the impact of the film, researching authors employed an experimental design with a control group and an experimental group. All the participants were inquired *before* entering to the movies (control group), or immediately *after* having seen the film (experimental group). Study results showed that exposure to *JKF* feature film provoked significant effects on attitudes and beliefs of spectators. It was observed that spectators that just saw the film, compared with those who were inquired before the film (control group), mostly believe that Cuba's exiles, arms' manufacturers, Pentagon Officials or CIA and Lyndon B. Johnson had had a decisive participation in the subject; they show a lesser agreement with the theory Oswald had been involved, and therefore, rejecting governmental official version.

Explanatory Models of Narrative Persuasion

Insufficient empirical research about incidental persuasive impact through an audiovisual fiction presents a clear result: exposure to specific fiction content (like feature films) may execute significant effects on attitudes and beliefs. However, even though unlimited power of narrations is recognized (and censure for novels or fiction feature films is an indirect proved of it), theoretical development level to understand the *mechanisms and processes* implied in such impact is even insufficient, consequently there is not a reference theory, but rather there is a variety of models that shows different aspect of the incidental persuasion process through fiction (Prentice and Gerrig, 1999).

Theory of Narrative Transportation of Green and Brock (2000) proposes that narrative contents lead to immersion, absorption or narrative transportation, which leads to a better evaluation of enjoyment, as well as a higher identification with narration characters. *Transportation* constitutes a construct that is linked to focusing attention on narration, mental images activation and emotional implication, and it has been proposed by Green and Brock (2002) as a main explanatory mechanism of narrative persuasion. Short texts are used in researches about narrative transportation, evaluating, after reading them, the impact on implied beliefs in the narration. It was proved that subjects who experimented a higher transportation during text reading (evaluated by scale or manipulated by instructions) showed higher level of agreement with implied beliefs of it (Green and Brock, 2000). From this point of view, it was proposed narrative transportation causes or makes possible the incidental persuasive influence since it produces a loss from critical capacity or reflection during exposure to a fiction narration.

The *Extended Elaboration Likelihood Model* has been proposed by Slater and Rouner (2002) to understand persuasive impact of fiction narrations employed in education-entertainment intervention in held communication field. These authors also propose that involved persons during fiction are unable to create critics and counter-arguments regarding persuasive content of the message (Salter, 2002). Moreover, Slater and Rouner (2002)

consider that identification with characters is a relevant factor to understand incidental persuasion effects. In this way, it is assumed that identification with characters increases persuasion since once the individual is immersed in fiction, counter-argumentation processes are eliminated: in consequence, from this point of view, identification with fiction characters is negatively associated with reflection during exposure to it.

Models from Green and Brock (2000) and Slater and Rouner (2002) propose incidental persuasive impact of audiovisual fiction is linked to immersion and identification with characters, adducing these processes hinder to reflect on or to prepare cognitively during message exposure. Alternatively, Cohen (2001) also considers identification with characters is a mediating process of narrative persuasion, but, taking as reference the Elaboration Likelihood Model from Petty and Cacioppo (1986), it is established that such process may increase the *temporary implication* during exposure to message, and for that, to stimulate a higher cognitive elaboration.

In this context, identification with characters has been defined as a multidimensional construct that includes some processes: emotional empathy (capacity to feel what protagonists feel and to be affectively implied by substituting them); cognitive empathy (to understand, comprehend, to outlook, to take a point of view or to be in protagonists' place); the experience of becoming the character (temporary process of loss of self-consciousness, by which spectator lives the story as if he were one of the characters), and personal attraction towards to characters (linked to characters' positive evaluation, similarity perception to them and desire to be one of them) (Cohen, 2001, 2006; Igartua and Paez, 1998; Oatley, 1999). It has been possible to prove empirically that characters identification leads to a higher implication with fiction texts: it predicts the enjoyment provoked by such texts (Cohen, 2001; de Wied, Zillmann and Ordman, 1994; Igartua and Muñiz, 2008), and also plays a fundamental role to explain affective induction processes by exposure to fiction narrative contents (Davis, Hull, Young and Warren, 1987; Igartua and Paez, 1997a,b; Oatley, 2002; Tannenbaum and Gaer, 1965).

Cohen (2001) assumes that identification is a mediation process of narrative persuasion but, dislike Slater and Rouner (2002) proposal, and since it increases involvement with messages, he arguments that may influence cognitive elaboration, enhancing reflection during exposure to fiction content. However, there is poor empirical evidence about role played by characters identification in narrative persuasion by cinematographic productions. Vorderer (1993) indicates that two types of cinematographic reception may be identified: an analytical mode and involved mode. *Analytical mode* presumes certain detachment of narration and a higher reflection during reception. On the other hand, *involved mode*, that acts automatically, is linked to emotional induction and it presumes spectator is going to carry away by the story and characters. Vorderer proved that both reception models were correlated positively and, therefore, immersion in cinematographic fiction did not hinder reflection.

Objectives and Hypothesis of Research

The main objective of this research was to review if an incidental persuasive impact would be produced on attitudes and beliefs towards immigration, both in Mexico and Spain, due to exposure to *A Day without a Mexican* film, which had been created by his director (Sergio Arau, in 2004) so as to provoke exactly an image change of immigration in host

societes*. In second place, what needed was to prove empirically the explanatory role of identification with characters and cognitive elaboration (or reflection showed by people during film viewing), like variable mediators of incidental persuasive impact. The following research hypotheses were established from these general objectives, taking as reference previous empirical studies:

- *H1*. Exposure to *A Day without a Mexican* film, whose argument *cultivates* a favorable image of immigration (emphasizing economical contribution to host country), will have a significant influence on attitudes, beliefs and subtle affective prejudice towards immigrants.
- *H2*. Identification with characters and reflection during the film will be associated with a higher incidental persuasive impact, provoked by exposure to film on those beliefs cultivated thereof.

METHOD

Participants

In the research 169 students participated, 93 from the Universidad de Salamanca, in Spain (55.9% women, from an average age of 22.61 years old), and 76 from the Instituto Tecnologico y de Estudios Superiores de Monterrey (ITESM), in Mexico (53.9% women, from an average age of 20.51 years old).

Design and Procedure

Research had a quasi-experimental character, by adopting a 2 x 2 between-subject factorial design. The first independent variable (experimental condition) was related to the moment in which dependent variables were evaluated (attitudes, beliefs and subtle prejudice toward immigration): before watching the movie (control group), or after (experimental group) watching the movie; the students were randomly selected under two conditions. The second independent variable makes reference to cultural context or movie projection country: Mexico (emigrating country) and Spain (immigration country). The participating individuals of this study, both in Mexico and Spain, did it in a context from a practice related to communication studies. The participants were only informed they were going to participate in a study about cinematographic reception processes. Two questionnaires models were designed (and two viewing sessions of the film), whose only difference was the position of dependent variables in it.

The movie used in the research as an experimental stimulus - *A Day without a Mexican* - is a Mexico-United Stated co-production, directed by Sergio Arau, whose duration is of 95

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* This aspect has been recognized by the director in many interviews, specially from impact of the film on mobilizations from May 1, 2006 from Hispanics of United Stated (called "a day without immigrants"), so as to protest against plans to approve a new and harder migratory legislation for *illegal* immigrants and for those helping them (Cancino, 2006; Garcia, 2004).

minutes. Regarding its genre, it has been classified as a comedy, satire and a *mockumentary*; main plot is immigrants' life and their economical contribution in host societies (http://www.imdb.com). So as to evaluate the message cultivated by feature film, a pilot study was effectuated, in which 15 persons - who previously watched the movies (and who were not part of the study herein dealt with)- participated. Opinions were collected by a questionnaire about message cultivated by the film concerning immigration and immigrants. The results of this pilot study showed that film cultivates a positive global attitude toward immigration (80% of participants considered it in that way). With respect to cultivated message, pilot study participants considered that the following ideas were present in the movie (being the scale of evaluation from 1 = "not at all present", up to 5 = "very much present"): "in general, all the society needs immigrant workers" ($M = 4.47$, $SD = 0.74$); "it is hard that a society works and advances without immigrants" ($M = 4.33$, $SD = 0.72$); "immigrants perform works that native citizen do not want to do" ($M = 4.27$, $SD = 0.79$); "in general, immigration contributes to the development of the host country" ($M = 4.27$, $SD = 0.88$), and "the increase of immigrants favors the economy of host country" ($M = 3.93$, $SD = 0.79$). On the other hand, dominant emotions provoked by the film toward immigrants were of a positive nature: affection ($M = 4.07$, $SD = 0.88$) and admiration ($M = 3.13$, $SD = 1.06$).

Variables and Instruments

Identification with characters. The identification with protagonist was immediately evaluated after watching the movie, by using EDI scale (Igartua and Paez, 1998). Such scale is formed of 17 items, whose answer format is a five point intensity scale (from 1 = not at all, to 5 = very much), and it offers a global identification indicator with protagonist (items' examples: "I felt as if I were one of the protagonist"; "it looked as if I was really living protagonist' story"; α = .90).

Cognitive elaboration was administered after completing identification scale with characters. It was pretended to measure, retrospectively, reflection level or cognitive elaboration originated by the film during its viewing. It was formed by 4 items: "I have thought over about the plot dealt with"; "I have thought about situation and motivations of the characters"; "I have intended to see how movie argument was related to other plots I am interested in", and "I have pretended to make conclusions about film central plot." Answer format for each item was a five point intensity scale (from 1 = not at all, to 5 = very much). Principal components factor analysis extracted a unique factor that explained 66.77% of variance. An "elaboration or reflection grade or intensity" (α = .83) indicator was constructed by simple addition from scores obtained by participants in the four items.

Beliefs and opinions about immigration and immigrants. These were questioned by the degree of agreement or disagreement (ranging from 1 = totally disagree, to 5 = totally agree) with 11 statements that collected different points of view about immigration in general (the same items used in pilot study (see, also, Igartua, Muñiz, Otero, Cheng and Gomez-Isla, 2008). Principal component factor analysis with orthogonal rotation (varimax) extracted three factors that explained the 58.38% of the variance. From this analysis, three beliefs indicators were created: "immigration causes problems: delinquency increase and unfair competition with native workers" (α = .77); "immigration supposes an economical contribution to host country" (α = .67) and "immigration increases social efficacy of societies" (α = .65).

Attitude toward immigration. It was questioned: "As you know, all developed countries receive immigrants. Do you think that, in general, immigration is rather positive or rather negative to these countries?" (from 0 = very negative, up to 10 = very positive).

Emotions toward immigrants. It was adapted the subtle affective prejudice scale toward immigrants from Navas, Garcia, Rojas, Pumares and Sanchez-Miranda (2004). In this research the following format was used: To what extent do immigrants arouse the following emotions in you: fear, admiration, mistrust, lack of safety, sympathy, discomfort, and indifference? (ranging from 1 = not at all, to 5 = very much). Principal component factor analysis with orthogonal rotation (varimax) extracted two dimensions that explained the 63.80% of the variance: "negative emotions" (α = .86) and "positive emotions" (α = .56).

RESULTS

Hypothesis 1: Incidental Persuasive Impact of the Film, "A Day without a Mexican"

In order to contrast this hypothesis, a factorial analysis of variance was used (UNIANOVA procedure in SPSS) that allows to test main effects of each independent variable (experimental condition and reception country of the film), as well as interaction effect between such variables (see table 1).

Table 1. Effect of experimental condition and country on attitude toward immigration and beliefs over immigration impact in host societies (Analysis of variance)

Main effects and interaction	Attitude		Belief1		Belief2		Belief3	
	M	DT	M	DT	M	DT	M	DT
Experimental condition (group)								
- Control	5.82	1.61	2.62	0.70	3.56	0.68	3.03	0.93
- Experimental	6.81	1.57	2.36	0.78	4.02	0.76	3.49	0.92
$F_{condition}$ (1, 161)=	15.09 ***		3.62 *		17.48 ***		8.61 ***	
Country								
- Spain	6.46	1.60	2.28	0.72	3.80	0.68	3.49	0.84
- Mexico	6.15	1.73	2.74	0.71	3.78	0.84	2.99	1.01
$F_{country}$ (1, 161)=	0.76		15.12 ***		0.04		10.57 ***	
Experimental condition x country								
- Control, Spain	5.95	1.54	2.41	0.71	3.65	0.65	3.28	0.76
- Control, Mexico	5.68	1.68	2.83	0.62	3.47	0.71	2.79	1.02
- Experimental, Spain	6.88	1.53	2.18	0.71	3.93	0.68	3.67	0.86
- Experimental, Mexico	6.71	1.64	2.63	0.81	4.15	0.86	3.23	0.96
$F_{condition\ x\ country}$ (1, 161)=	0.03		0.02		3.15 +		0.03	

Note. *Attitude*: Attitude toward immigration, from 0 (very negative) up to 10 (very positive). *Belief 1*: "Immigration causes problems: increase of delinquency and antitrust practices with native workers" (from 1 = totally desagreement, up to 5 = total agreement). *Belief2*: "Immigration supposes an economical contribution to host country" (from 1 = totally disagreement, up to 5 = totally agreement). *Belief3*: "immigration increases social efficacy of societies" (from 1 = totally disagreement, up to 5 = totally agreement). $+ p < .10$, $* p < .05$, $** p < .01$, $*** p < .001$.

Regarding "attitude toward immigration" variable, statistically significant differences were observed between control group and experimental group ($F_{condition}$ (1, 161) = 15.09, $p <$ .001, η_p^2 = .086). These results indicate exposure to *A Day without a Mexican* movie led to a significant impact on attitudes, in way experimental group participants showed a more positive attitude toward immigration than control group members.

Impact on beliefs was carried out by three indicators. Marginally significant differences between control and experimental groups were found in the variable: "immigration causes problems: delinquency increase and unfair competition with native workers" ($F_{condition}$ (1, 161) = 3.62, $p <$ .059 η_p^2 = .022). Control group participants showed a greater degree of agreement with the idea "immigration causes problems" compared with experimental group members. Additionally, statistically significant differences were observed between Mexico and Spain participants ($F_{country}$ (1, 161) = 15.12, $p <$ .001, η_p^2 = .086). There were also statistically significant differences between control and experimental groups in the variable, "immigration supposes an economical contribution to host country" ($F_{condition}$ (1, 161) = 17.48, $p <$ .001, η_p^2 = .098). A marginally significant interaction effect was produced between the two independent variables included ($F_{condition \times country}$ (1, 161) = 3.15, $p <$ .078, η_p^2 = .019). These results indicate that exposure to *A Day without Mexican* film provoked that experimental group participants -compared with control group- showed a greater degree of agreement with this belief about immigration positive economical impact. Moreover, the effect of this belief was more accentuated in Mexico than in Spain.

In third place, experimental group participants -compared with control group- also showed a greater agreement with the belief "immigration increase social efficacy of societies" ($F_{condition}$ (1, 161) = 8.61, $p <$ .004, η_p^2 = .051). Additionally, statistically significant differences were observed in the degree of agreement with this belief, between Mexico and Spain participants ($F_{country}$ (1,161) = 10.57, $p <$ .001, η_p^2 = .062).

No statistically significant difference were observed concerning experimental condition ($F_{condition}$ (1, 161) = 1.87, $p =$ .173, observed power = .275), neither regarding cultural context ($F_{country}$ (1, 161) = 1.22, $p =$ .270, observed power = .196), neither an interaction effect between both variables experimenting "negative emotions" toward immigrants ($F_{condition \times country}$ (1, 161) = 0.00, $p =$ .928, observed power = .051). On the other hand, in "positive emotions" indicator toward immigrants, statistically significant differences between control group ($M =$ 3.15, $SD =$ 0.81) and experimental group ($M =$ 3.46, $SD =$ 0.68) ($F_{condition}$ (1, 161) = 6.72, $p <$ 0.010, η_p^2 = .040) were observed. In this way, individuals experimentally exposed to *A Day without a Mexican* film showed a higher intensity of positive emotions than control group members. There were observed also significant difference between Mexico ($M =$ 3.14, $SD =$ 0.75) and Spain participants ($M =$ 3.45, $SD =$ 0.74) ($F_{country}$ (1, 161) = 5.88, $p <$ .016, η_p^2 = .035).

Hypothesis 2: Identification with Characters, Cognitive Elaboration and Narrative Persuasion

Hypothesis 2 was contrasted by an *internal analysis*, taking as a reference only individuals who participated in experimental group: those who experienced persuasive impact and it could be measured. In table 2, Pearson correlation coefficients between dependent

variables and two included mediating variables are showed: identification with protagonists and cognitive elaboration.

Table 2. Association between attitudes, beliefs and emotions toward immigrants with identification with characters and cognitive elaboration) (Pearson correlations)

Dependable variables:	Identification with protagonist	Cognitive elaboration
Attitude toward immigration	.28 ***	.34 ***
"Immigration causes problems: increase of delinquency and antitrust practices with native workers"	.07	-.06
"Immigration supposes an economical contribution to host country"	.16 +	.11
"Immigration increases social efficacy of societies"	.16 +	.31 **
Positive emotions toward immigrants	.19 *	.20 *
Subtle negative emotions toward immigrants	-.10	-.15 +
N (experimental group)	78-79	84-85

Note. + $p < .10$, * $p < .05$, ** $p < .01$, *** $p < .001$.

Identification with protagonists was associated with a higher cognitive elaboration could be proved, both in Mexican participants ($r(73) = .60$, $p < .001$) and Spain ones ($r(81) = .58$, $p < .001$). In second place, individuals (from experimental group) who were more identified with *A Day without a Mexican* protagonists, showed, at the end of the movie, a more positive attitude toward immigration ($r(76) = .28$, $p < .005$) and showed a greater degree of agreement with the two cultivated beliefs of the film, meaning, with the idea "immigration supposes an economical contribution to host country" ($r(77) = .16$, $p < .078$) and with the idea "immigration increases social efficacy to societies" ($r(77) = .16$, $p < .068$). Additionally, identification with protagonists was associated with a higher intensity of positive emotions toward immigrants ($r(77) = .19$, $p < .040$) showed by participants.

Likewise, cognitive elaboration played a central mediating role, similar to the one played by the identification with protagonists. In this way, individuals (from experimental group) that have reflected more about immigration plot during the viewing of *A Day with a Mexican*, showed, at the end of the film, a more positive attitude towards immigration ($r(82) = .34$, $p < .001$), a greater degree of agreement with the idea "immigration increases social efficacy to societies" ($r(83) = .31$, $p < .002$); they showed a higher intensity of positive emotions toward immigrants ($r(83) = .20$, $p < .028$), and less negative emotions toward them ($r(82) = -.15$, $p < .081$).

DISCUSSION

Global results allow concluding that experimental exposure to *A Day without a Mexican* film reinforced a positive attitude towards immigration and beliefs about immigration positive contribution to economy of host countries. Additionally, exposure to the movie reinforced positive emotions' experienced toward immigrants. It is important to mention the existence of significant differences between Mexico and Spain participants, in a way that Mexicans

showed a more negative attitude towards immigration. Although these differences, it could be possible to prove that clear effect of exposure to film was higher for Mexican participants than for Spanish ones, even though tendency of results was similar in both cultural contexts.

These results corroborated hypothesis proposed and they are consistent with previous studies (Butler et al., 1995; Feldman and Sigelman, 1985; Geissler, 1981; Green and Brock, 2000; Igartua and Paez, 1997a,b). Fiction feature films may have significant effects beyond a simple entertainment and fun; that is why they are considered as a platform to reflection and to incidental persuasion. In social psychology field, Batson et al. (1997) have stated that an effective way to improve attitudes toward stigmatized groups (ethnic minorities, disabled people, etc.) is promoting empathy regarding a member that is part of such group. In this sense, certain audiovisual productions (*The Colour Purple* o *Rain Man*, for example), which present particular cases of persons that are part of stigmatized groups, could be used to improve image of such groups, when allowing audiences to empathize with protagonists and in consequence, to lead them to attitude changes. Results from this research are convergent with this proposal, since exposure to feature film presenting a positive image of immigrants provoked a change in attitudes and beliefs toward such group (hypothesis 1), and this effect is explained by identification with the protagonists of such movie (hypothesis 2). Moreover, in health communication field, it has been already stated that identification with protagonists is an explanatory variable of impact from messages designed to provoke social-sanitary changes (Slater and Rouner, 2002). It has been empirically contrasted that identification with film's protagonists was one of the factors increasing preventive efficacy from a soap opera addressed to Spanish-speaking population residing in the United States, which gave information about breast cancer (Wilkin et al., 2007).

The second study hypothesis looked for comparing the role played by identification with characters and cognitive elaboration as explanatory mechanisms of narrative persuasion. Individuals who identified with *A Day without a Mexican* characters showed a more favorable attitude toward immigration and showed a greater agreement with beliefs cultivated from the movie. Moreover, identification with characters was associated with a higher positive emotions' experience toward immigrants. Additionally, it was seen that the intensity of expressed reflection during the viewing of *A Day without a Mexican* was associated with a higher persuasive impact. Finally, it was proved that identification with characters and elaboration or reflection was mutually fed back, and therefore, both make possible simultaneously narrative persuasion process.

These results are converging with Cohen (2001) theoretical proposal, and with empirical analysis developed by Vorderer (1993), who found emotional implication and reflection were tightly correlated during cinematographic reception. In this way, it may be concluded that immersion or *temporary implication* with narration (inferred by identification with characters) is associated with a higher cognitive elaboration or reflection during film reception. However, when observing a positive correlation between identification and reflection or cognitive elaboration is a contradicting result against propositions from explanatory models of narrative persuasion by Green and Brock (2000) and Slater and Rouner (2002). A central problem with Green and Brock (2000) and Slater and Rouner (2002) models is that they do not make reference to an essential element of fiction narrations impact: *affective induction*, emotions evocation and mood impact. This fact constitutes a big problem, since one of the main effects from cinematographic fiction is affective impact and people's mood modification (Tan, 1996). There is an abundant research about mood influence (positive and negative) in

cognitive processes and persuasion that is not proposed in narrative persuasion current models. However, research in this field has proved that mood influences cognitive process style (Isen, 1984; Mackie and Worth, 1991; Schwarz and Bless, 1991). On the other hand, Elaboration Likelihood Model by Petty and Cacioppo (1986) also proposes that mood influences style and amount of cognitive processing (Petty, Schumann, Richman and Strathman, 1993). It is reasonable to presume that to experience negative and positive emotions' phases of medium intensity, inducted by exposure to fiction narrations, may have a significant effect, by stimulating different nature cognitive processes. This is an aspect that has not been analyzed up today in narrative persuasion, and for that, it must be contrasted in future studies.

Research that has been presented also shows notable limitations. In first place, a big part of empirical evidence showed about role played by identification with characters is based on correlational data. In future researches, experimental designs in which identification with protagonists and/or participans' mood are manipulated - for example - by instructions (see, Davis et al., 1987) must be used. On the other hand, identification with characters is a complex construct, related to fiction narration reception. That is why it is activated (and its intensity is fluctuating) during the fiction reception process itself, by means of vicarious contact with movie protagonists. In this research, participants were exposed to a feature film, and shortly after it was evaluated the identification with characters, retrospectively. However, in future researches would be convenient to prepare other measuring procedures, different from using self-report scales. For example, it would be advisable to use non-obstructive measures that register information about identification with characters intensity, at the same moment in which reception is produced, since fiction reception and its impact is a process happening through time (Friedrichsen, 1996).

Finally, in order that research in this field continues advancing, it is necessary to carry out a conceptual and methodological effort in analyzing convergence and differentiation between "narrative transportation" and "identification with characters" concepts (Cohen, 2006). In fact, a certain overlapping between one of dimensions from identification with characters (the experience of becoming the characters and self-consciousness or absorption loss) and narrative transportation may be observed (Cohen and Talor, 2008). Complementarily, future research must analyze the relation between identification with characters and narrative transportation, and especially *causal relationship* between both reception processes, since there are not yet empirical researches that have analyzed such aspect (Cohen, 2006).

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